



# Improving the passenger experience





What is the end-to-end  
passenger experience?






*For so long, the passenger experience has been about standing in a line, waiting, sitting on a plane and just becoming a seat number. Passengers have put up with this because it's what they've been used to. However, now we see a transformation. Passengers are thinking 'What if I didn't have to stand in a line? What if there were no more counters? Why can't people engage more personally with me about my flight and my experience?' This has created huge potential for customer satisfaction.*

Matt Muta, VP Innovation & Operations  
Technology, Delta Air Lines





An end-to-end passenger experience includes all experiences and impressions of the passenger generated by the air travel (it begins long before the ticket purchase and ends long after arrival at destination).

Passengers rate the quality of their journey in a holistic way, irrespective of who provides particular services at different touchpoints (airline, airport, handling agent, duty-free operator, etc.).

Passengers' experience at different touchpoints greatly influences their shopping patterns and consequently spend per pax rates.

# Why do airports strive to improve the passenger experience?

## REVENUE GROWTH



Tailoring existing services to genuine needs of passengers



New services for passengers, enable revenue and satisfaction growth



Growth of non-aviation revenue streams

## STRENGTHENING COMPETITIVE POSITION



Stronger negotiating position towards airlines



Stronger negotiating position towards concessionaires, other business partners



Revenue growth, cost optimisation

## IMPROVING THE AIRPORT'S IMAGE




Building a positive image among passengers



Communicating a cutting-edge philosophy



Revenue growth



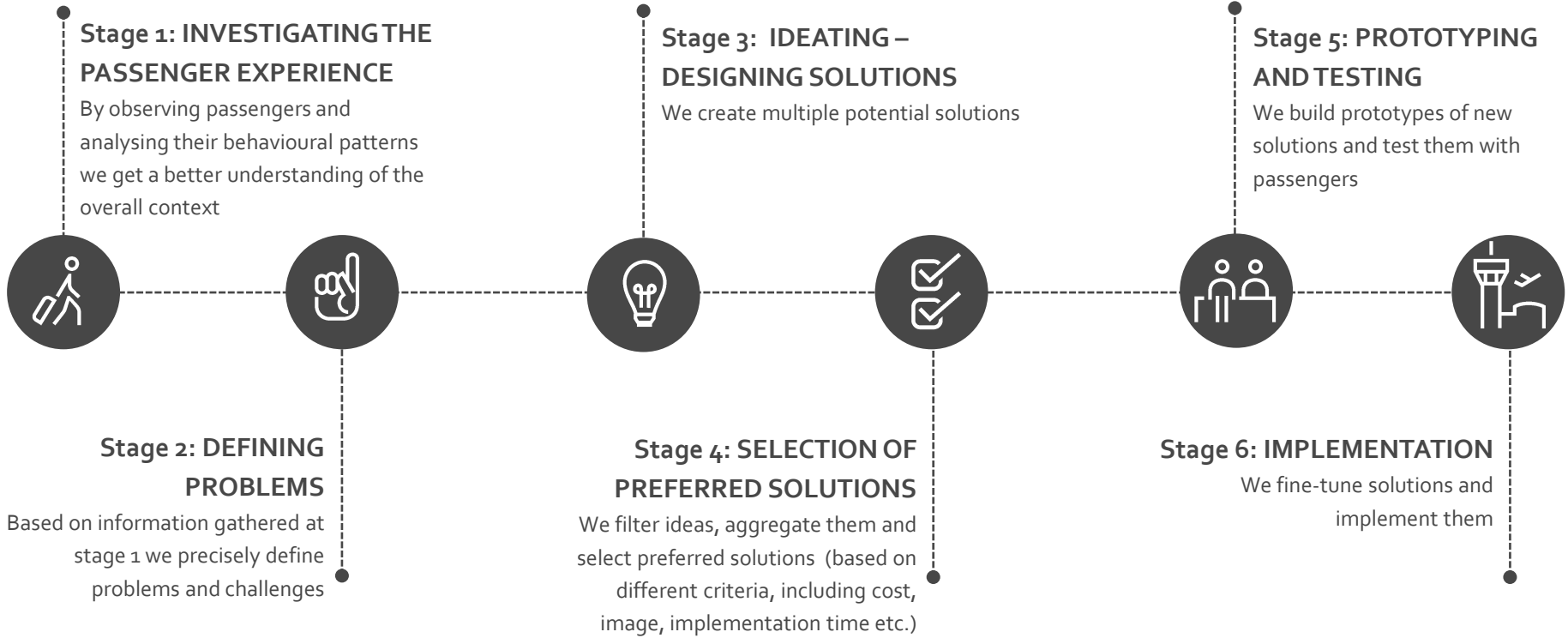
*Creating innovative solutions  
not only in infrastructural  
and technological terms, but  
above all in areas related to  
passengers becomes a must  
for the aviation business*



# Our method

# 6 Stages in the passenger experience process

Our process of improving the passenger experience is based on **Service Design Thinking** – a method of creating distinctive services which allow a company to excel in the market in technical, economic, functional and emotional areas.







Our experience

## Examples of our passenger experience projects



### **Assessing passenger experience at one of fastest growing airports in the CEE region (2016)**

Security check is one of crucial touchpoints at every airport. The key objective of our client was to investigate and analyse emotions and experiences of passengers at the security check. We found numerous (mostly unexpected) correlations between security check experiences and propensity to spend airside. Based on these findings the project team generated solutions which on the one hand improve passenger experience and on the other lead to revenue growth. A passenger-centric approach was applied which allowed to identify bottlenecks and recommend solutions. The tools used included: shadowing, observation, IDI, service safari, digital pens .



### **New commercial services at a regional airport (2017)**

The key aim of the project was to design new solutions to generate additional revenue to the airport managing company and the airport's master retail concessionaire. The service design process, led by our experts, gathered representatives of the airport and master concessionaire (both from strategic and operational levels). The process began with a service safari, which allowed to precisely define key points and bottlenecks of the current shopping experience. As a result of the entire project nine concepts for new commercial solutions were designed.

## BBSG and Poznan Airport with a pax experience award



### **BBSG and Poznan Airport with the Polishopa Honeycombs Award 2017 for improving passenger experience at the airport.**

Polishopa Honeycombs Award appreciates leading innovative design thinking projects. The project jointly implemented by BBSG and Poznan Airport has been selected as the best business initiative in 2016. An unprecedented service design approach was implemented which allowed the airport managing company and the master retail and F&B concessionaire to design solutions which improve passenger experience and increase revenue of both parties. The solutions are currently undergoing tests and will be implemented in Q4 2017.



# Examples of service design processes in the aviation business

## Service Design at an airport – example



**Use of Service Design to design new passenger-friendly solutions at Helsinki Airport in the area of security screening.**

**VIDEO:**

<https://www.youtube.com/watch?v=UhgeeHFEmNQ>



## Service Design at an airport – example



Use of Service Design at Munich Airport to design new solutions in the area of guiding travellers, providing assistance.

VIDEO:

<https://www.youtube.com/watch?v=y7yKdYT1-jc>

Service Design –  
example of a  
„byproduct“ used for  
marketing purposes



Emirates cabin crew demonstrated a spoof of a pre-flight safety demonstration to Benfica Lisbon fans at Estádio da Luz. They gave supporters instructions on how to share their passion for the home club in the shape of a pre-flight safety demonstration.

VIDEO:

<https://www.youtube.com/watch?v=jAF2hZxdFRE>



Want to know more?

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