Customer Experience and Business Intelligence at the Airport

June 26, 2018



BI Department Vision & Mission

Vision: To create a decision-making culture supported with the knowledge required to apply information accurately to drive action.

Mission: Problem solvers who collect, filter and disseminate data/information in an efficient and effective manner to decision makers.

BI Department Goals

Data: create an environment where trusted and timely data is accessible for broad use across the Port.

Operate: develop processes which improve operational efficiencies in all datarelated activities.

Decision making: guide decision making efforts by improving organizational knowledge at two levels: (1) information use and application, and (2) general market understanding.

Impact: support strategic planning efforts. Create and implement methods which stimulates meaningful discussion, allows for clear prioritization and focus and, in turn gains consensus.

Culture: stimulate and motivate employees and decision makers to learn and share.

Lead by example: case studies that transform

#1. Customer opinion driving change



Airport Service Quality Survey (ASQ)

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Survey used at 300+ airports worldwide

Before: Vendor supplied results



Service item performance vs. comparison panel and best airports

After: custom solutions



After: custom solutions



Filter to highpriority areas

#2. A more **welcoming** front door

Before

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SSRS reporting portal

After



Congestion measures at key points on airport roadways that degrade customer experience

The path ahead . . .

- Challenges
- Evolution & revolution