



## Turning Insights into Action

**Presented by Jan Richards**

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AAI  ADVERTISER'S  
TOOLKIT



*The nuts & bolts of advertising*

# Travel context

The background is a solid dark teal color. It features several large, organic, abstract shapes in two shades of green. One shape is a lighter, lime green and curves from the top right towards the center. Another shape is a darker, forest green and is located in the bottom left, pointing upwards. A third, even lighter green shape curves from the bottom right towards the center. These shapes overlap and create a layered, modern aesthetic.

## Democratisation of air travel – a global lifeline



**3.5**

**BILLION  
PASSENGERS**

**9.6 MILLION  
PASSENGERS  
A DAY**



**Capacity  
growth  
slower than  
demand**

**34% of global  
trade by value  
transported  
through the skies**

Rarely more than a  
24-hour journey away  
from another  
population centre

**\$2.4 trillion  
contribution  
to global GDP**

**58M**

**JOBS AROUND THE  
WORLD. 2.7M MORE  
TO 2025**

Source: IATA



# Dublin Airport is growing faster than the European average



24

MILLION  
PASSENGERS

BUSIEST ROUTE IN EUROPE

& **No. 2** IN THE  
WORLD

**OVER 2,000**  
DEPARTING FLIGHTS  
PER WEEK

**+14%**

PASSENGER GROWTH  
VERSUS PREVIOUS PERIOD



**14th**

BEST CONNECTED  
AIRPORT IN  
EUROPE



**33**

AIRLINES  
scheduled

**15,700**

JOBS DIRECTLY  
SUPPORTED BY  
DUBLIN AIRPORT

OVER **180**  
DESTINATIONS

Source: Dublin Airport Market Intelligence August 2015



An aerial photograph of a large football stadium filled with spectators. The pitch is green with white markings, and players are visible on the field. The stands are packed with fans, and the stadium's roof structure is visible in the background under a cloudy sky.

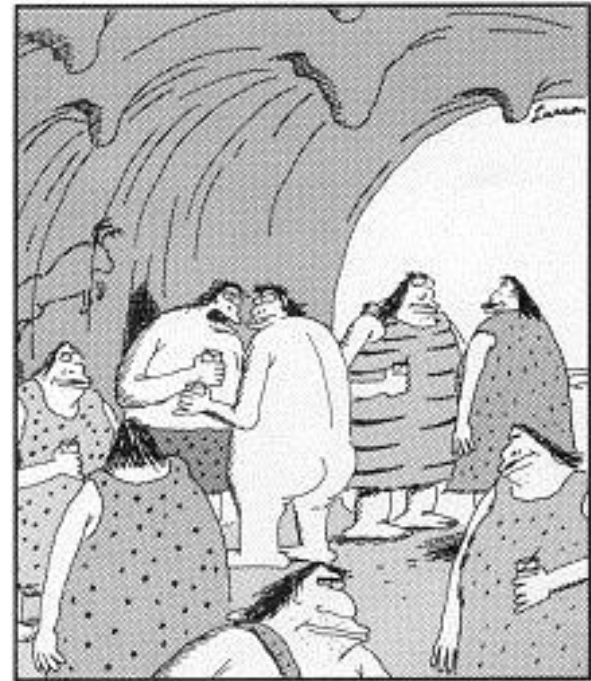
That's the equivalent of

**1 CROKE PARK**

each day

Global passenger numbers are set to double in the next 20 years alone...the pace of change is accelerating

“ One thing is absolutely certain:  
the passenger market will  
expand and diversify beyond  
our wildest dreams by 2050 ”

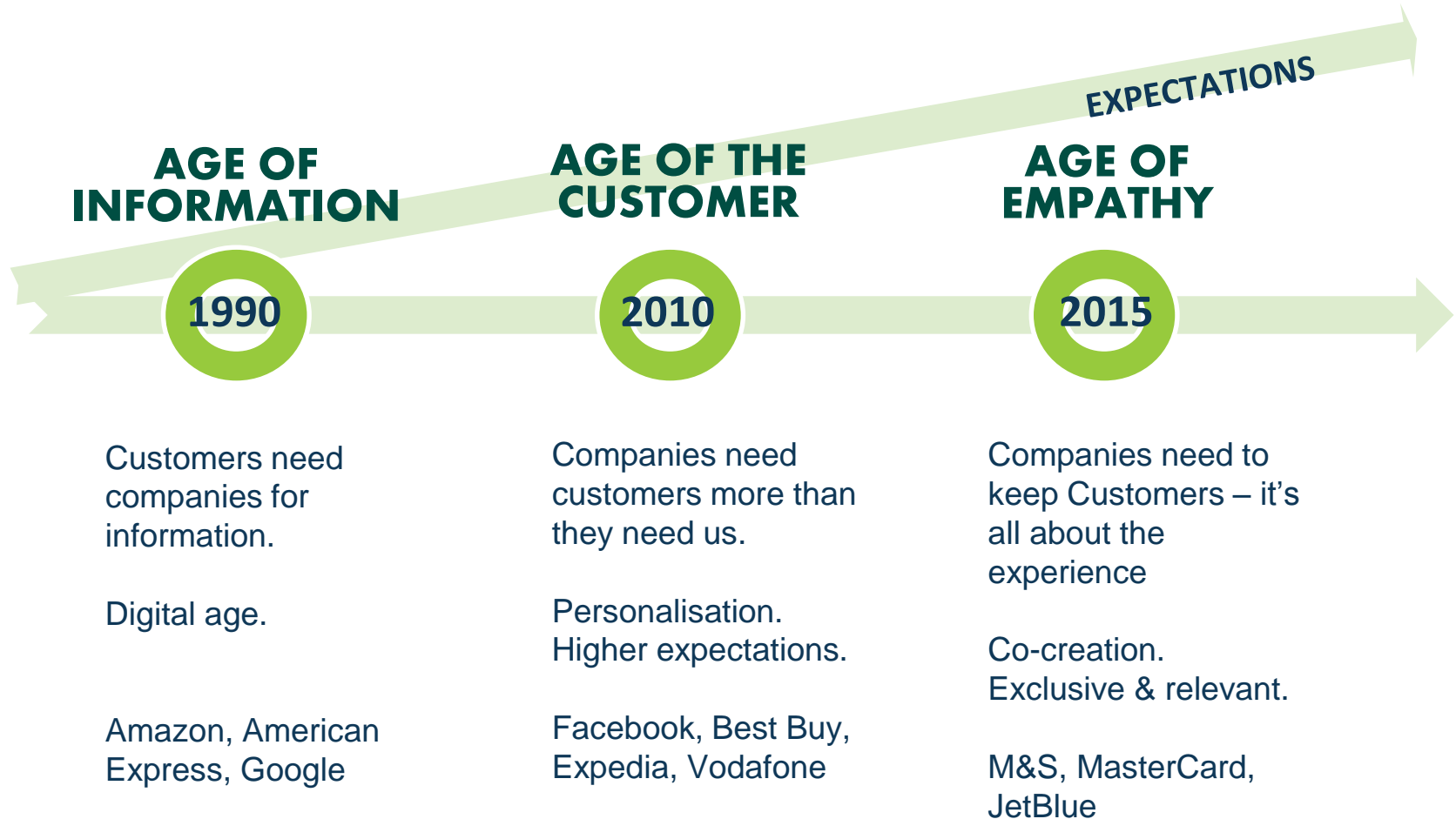


"A word of advice, Durk: It's the Mesolithic. We've domesticated the dog, we're using stone tools, and no one's naked anymore."

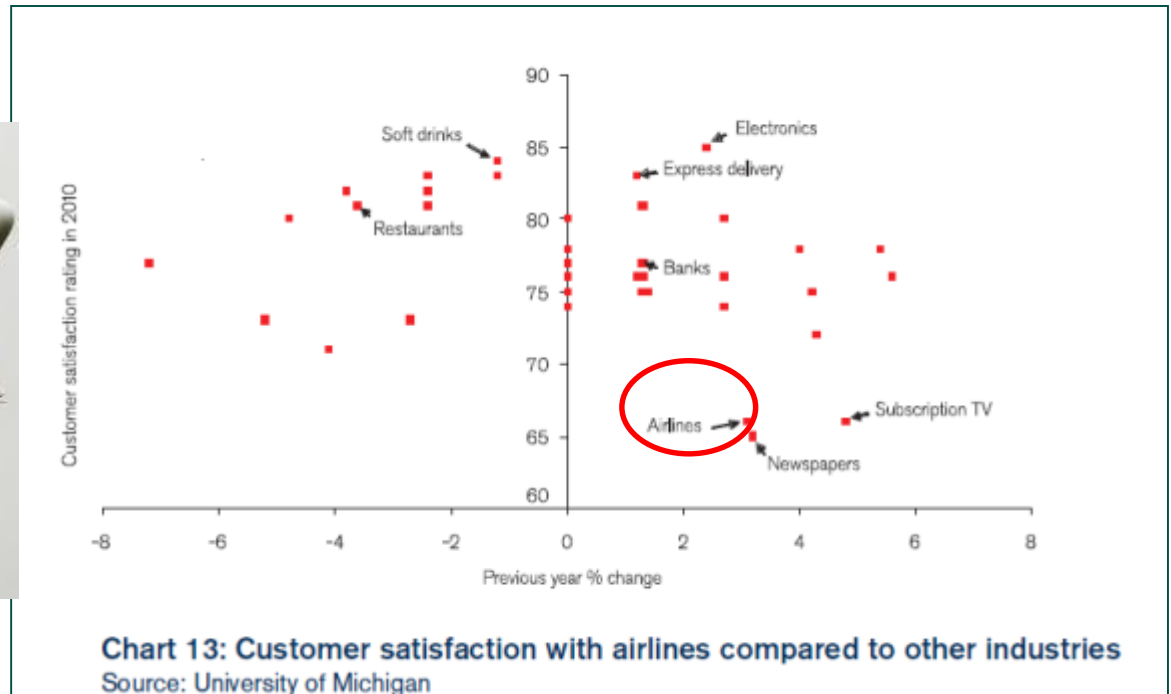
Source: Ben Page, CEO of Ipsos MORI



# In the Age of Empathy customers have even higher expectations

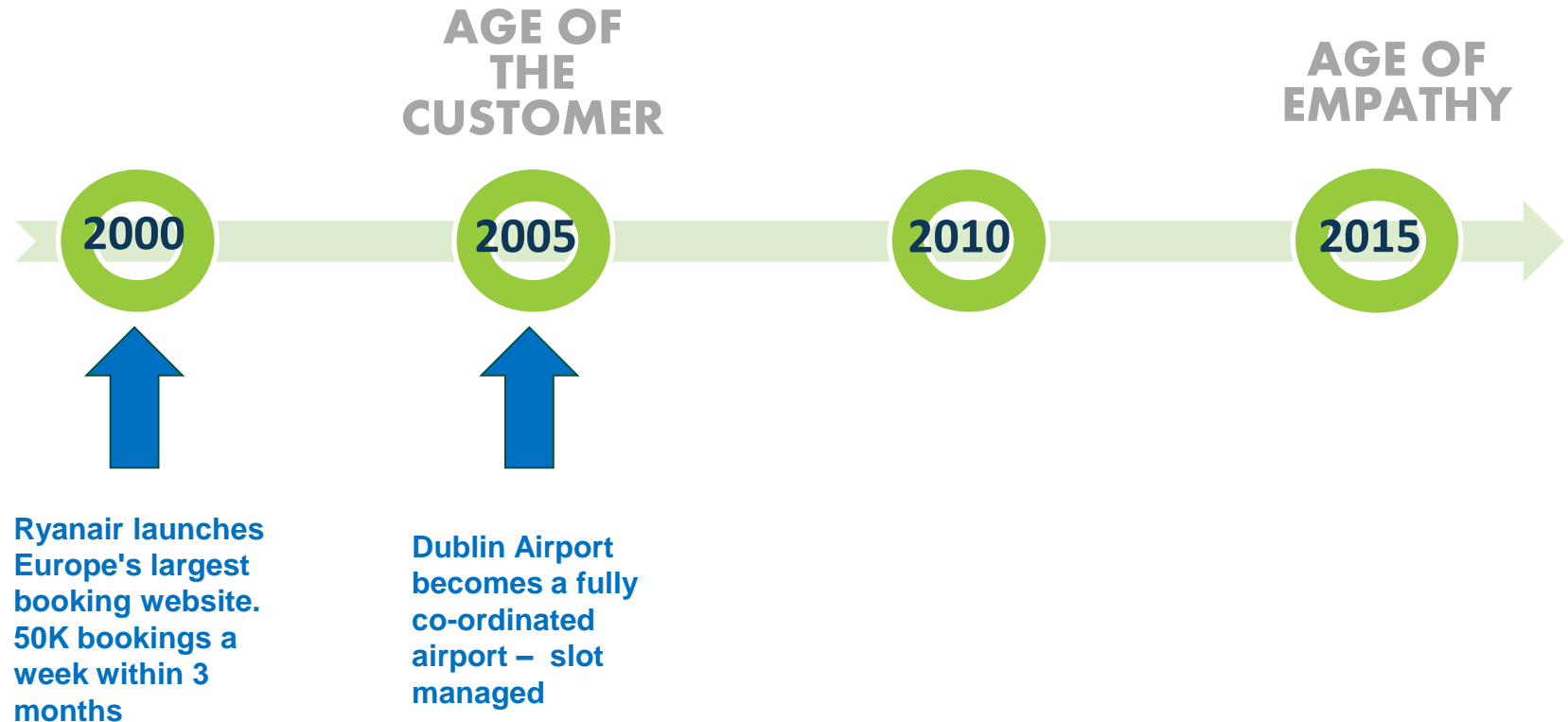


Airport capacity is potentially the greatest impediment to the airline industry's ability to satisfy customer demand





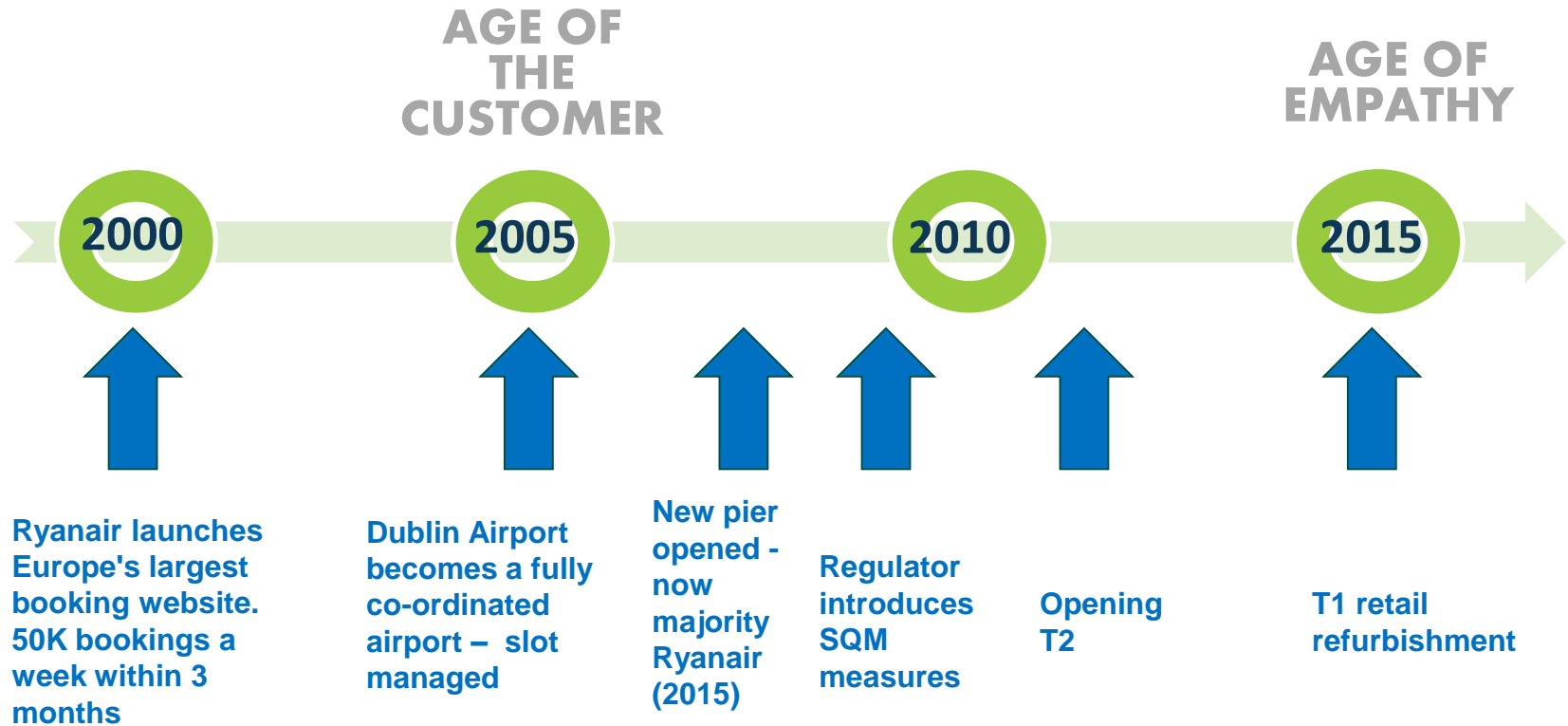
This has been equally true for Dublin Airport – Ryanair changed the game in Ireland



## At a time when Dublin Airport's image was dated



Between 2005 and 2015 capacity has of course been eased



**But we knew that capacity wasn't the only answer to improving service quality & satisfaction in the long run**



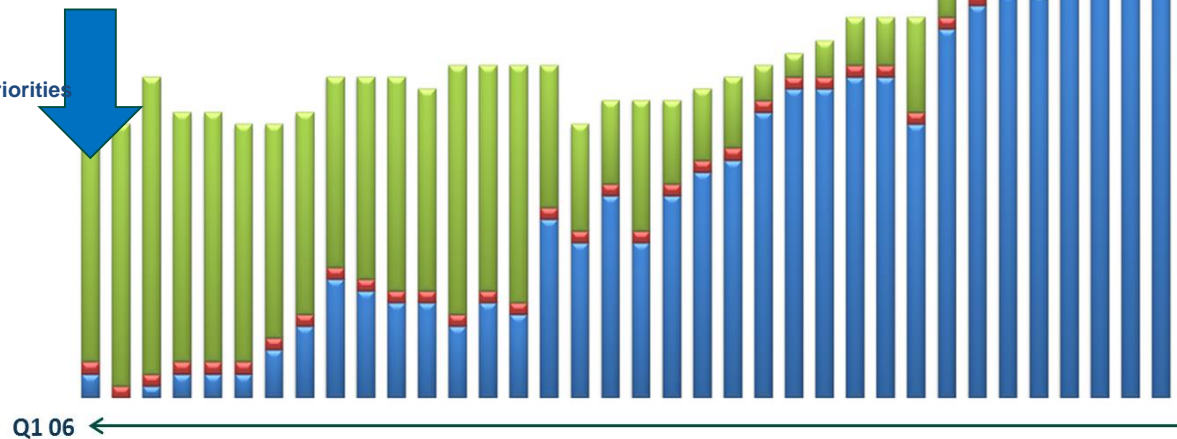
# We introduced a major programme of quantitative research to drive insightful decision-making – now at 30K+ interviews pa

## Focussing on Key Drivers of satisfaction

To improve overall satisfaction, the calculated key priorities in order of importance are as follows

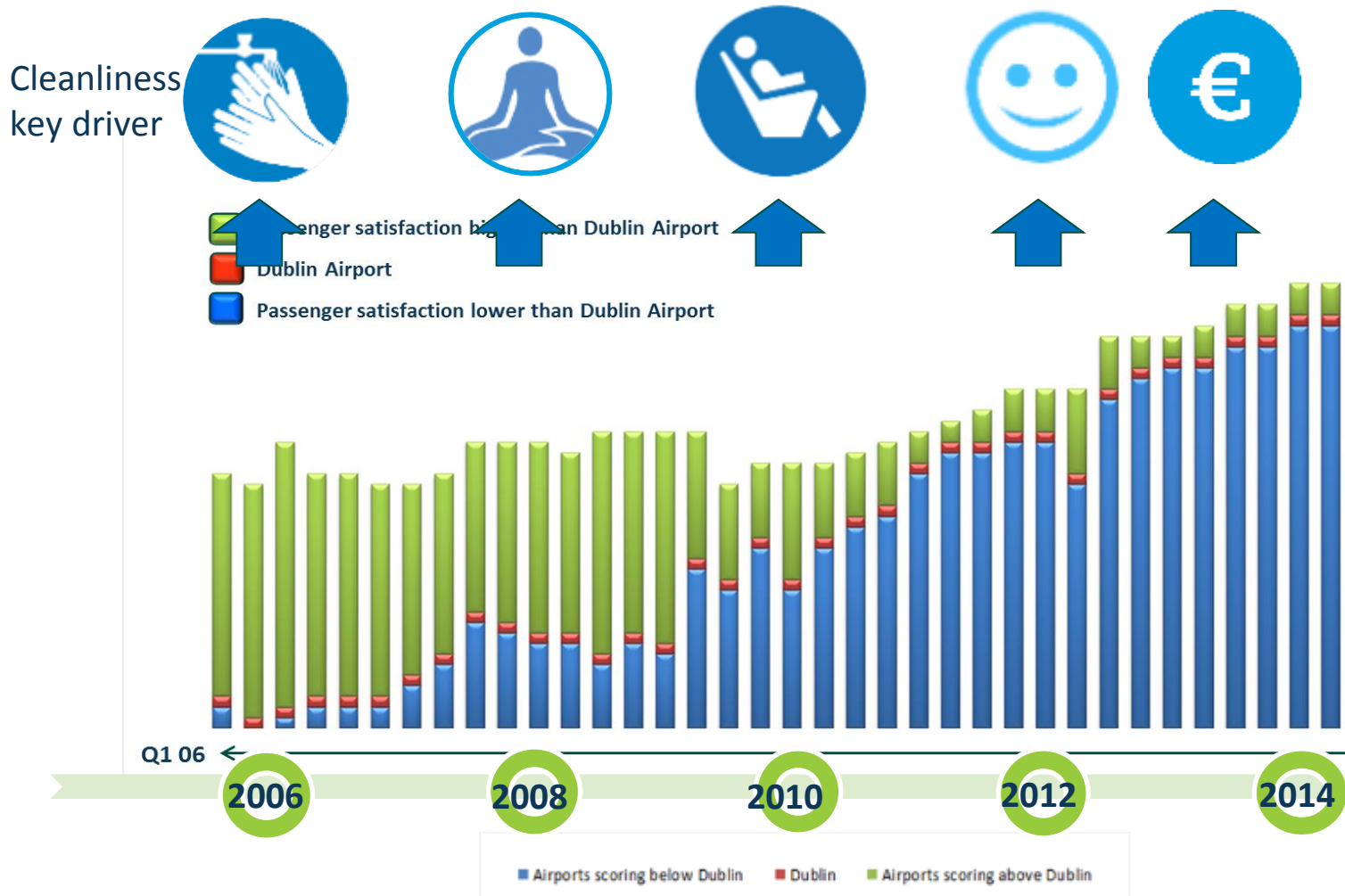
		Current Performance Level	Influence on Overall Satisfaction
1)	Comfort of waiting areas		
2)	Ambience		
3)	Courtesy of security staff		
4)	Cleanliness of airport		
5)	Courtesy of airport staff		
6)	Thoroughness of security		
7)	Cleanliness of washrooms		
8)	Feeling of being safe		
9)	Waiting at ID inspection		
10)	Courtesy of inspection staff		

■ Passenger satisfaction higher than Dublin Airport  
■ Dublin Airport  
■ Passenger satisfaction lower than Dublin Airport



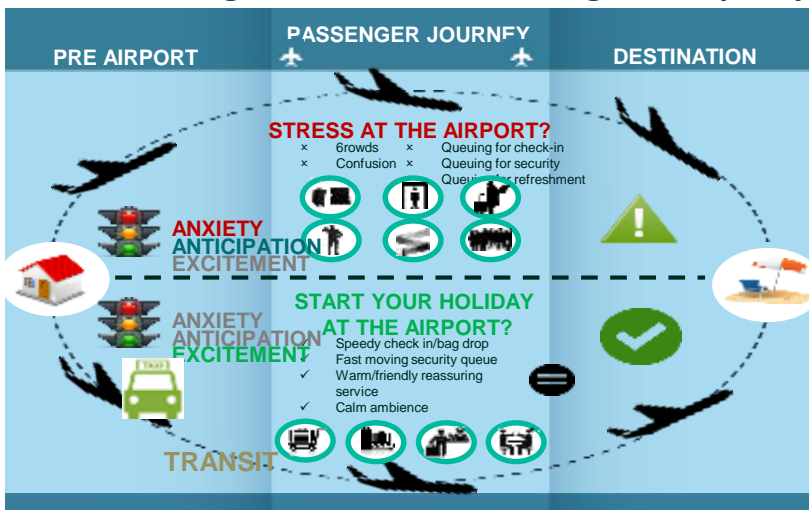
Dublin Airport Overall Satisfaction Ranking - European Airports 5-25mn

Key to success has been to understand what matters to customers and focus **single-mindedly** on it



And in 2014 we started the push for the top...  
 2015...Deep dives & co-creation: understand and enable  
 greater empathy with the customer experience

### Understanding the consumer in the age of empathy

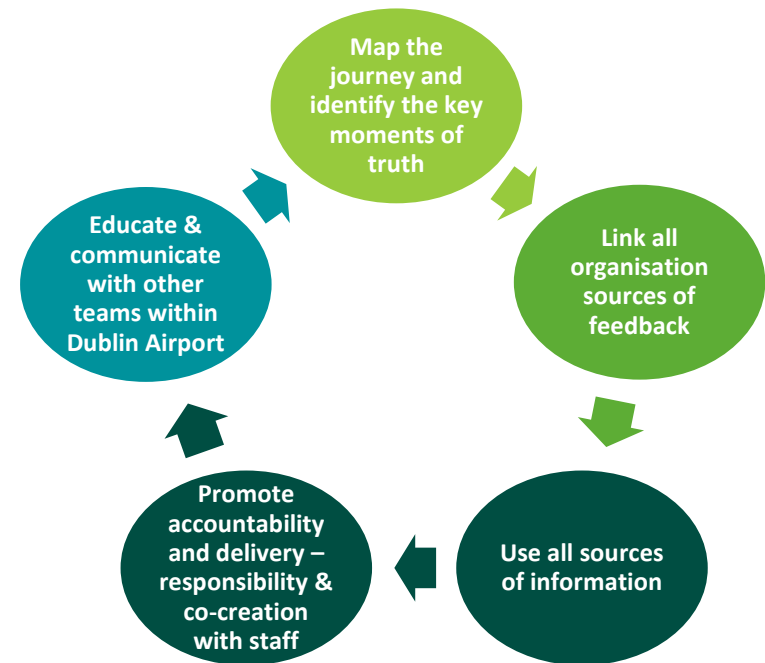


- Increased focus on the passenger journey.
- Deep dive into 'Happy Hour'.

### Ideation/closer collaboration to succeed together



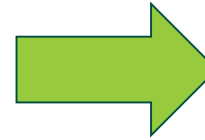
# 1. A FORMAL closed loop, insights - driven continuous improvement process with senior sponsorship





# Action-oriented & cross functional – the power of Insights & Operations joined together

Team work on cleanliness, value, comfort at gates, courtesy & helpfulness of security staff



- Passenger satisfaction higher than Dublin Airport
- Dublin Airport
- Passenger satisfaction lower than Dublin Airport



## 2. Goal focussed measurement – goals set on the customer experience & KPI's put in place to match



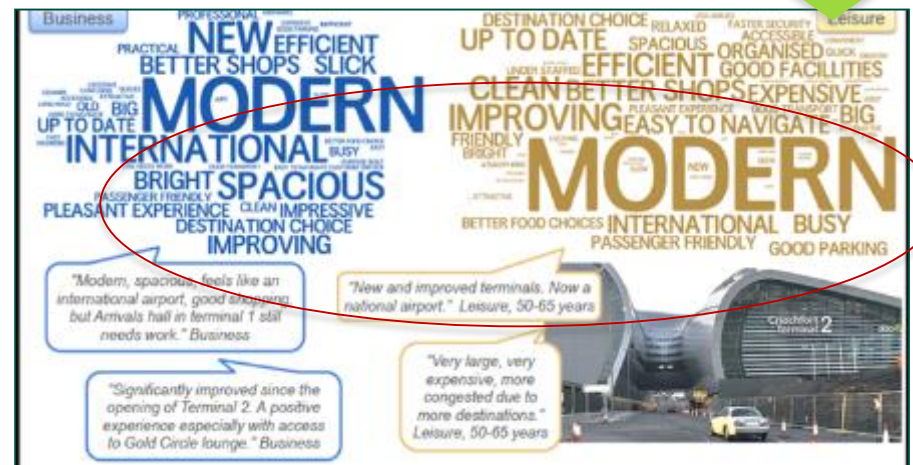
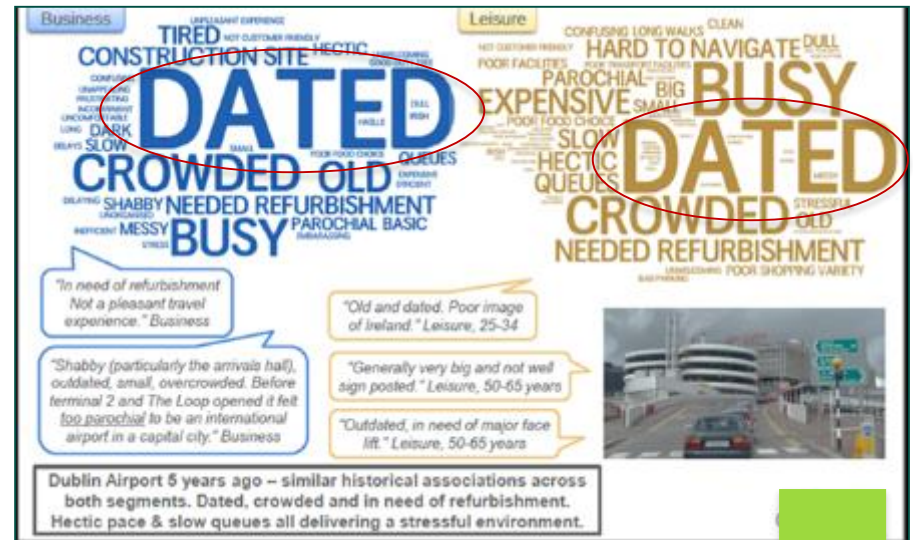
- **NPS**
- **Customer effort**
- **B2B and Partner Satisfaction**
- **Brand Tracking**

### 3. Clarity on universally expected behaviours in the organisation – One winning team



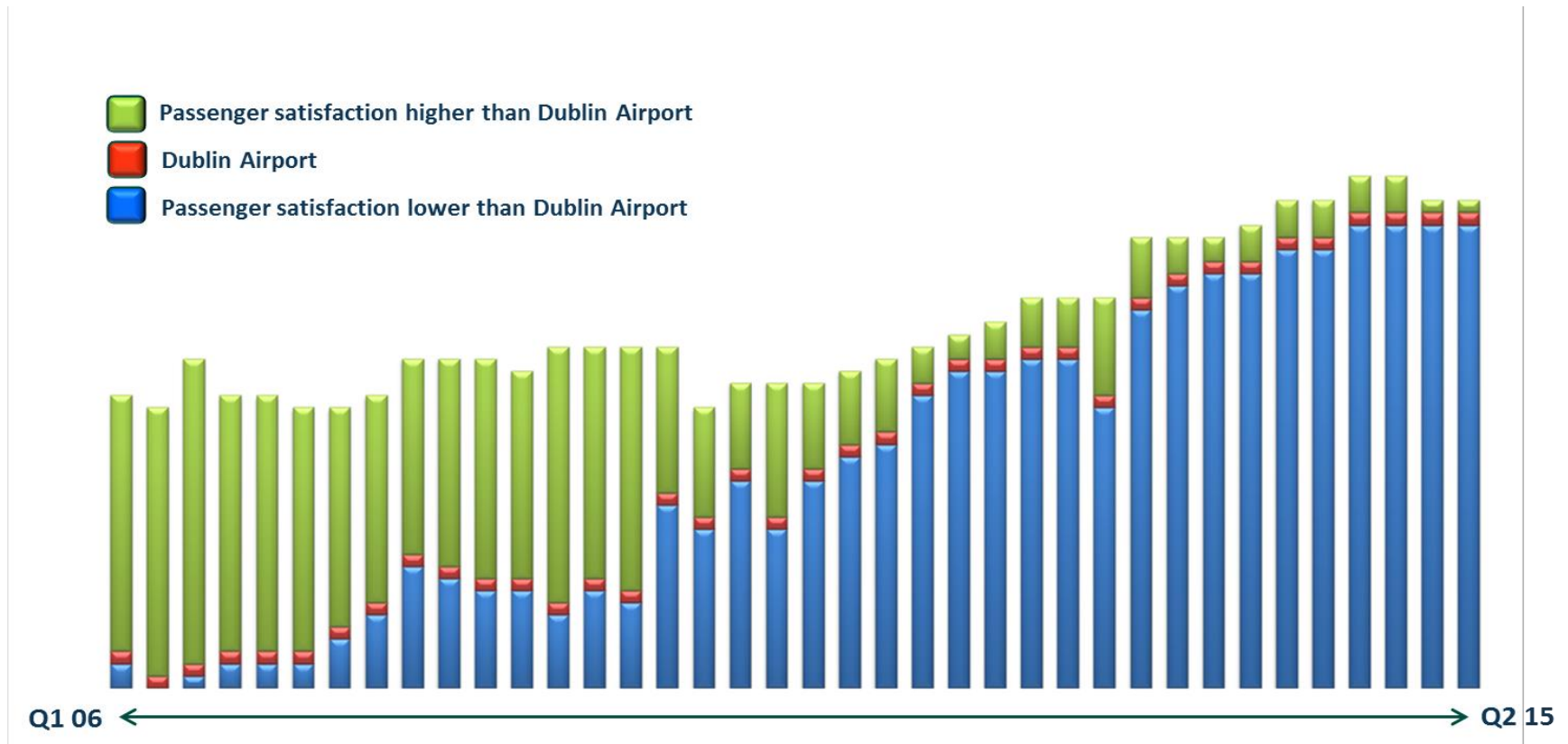
Dublin Airport is now viewed as:

- MODERN
- EFFICIENT
- FRIENDLY
- INTERNATIONAL
- IMPROVING





And in 2015 we are now 2<sup>nd</sup> in our European peer group



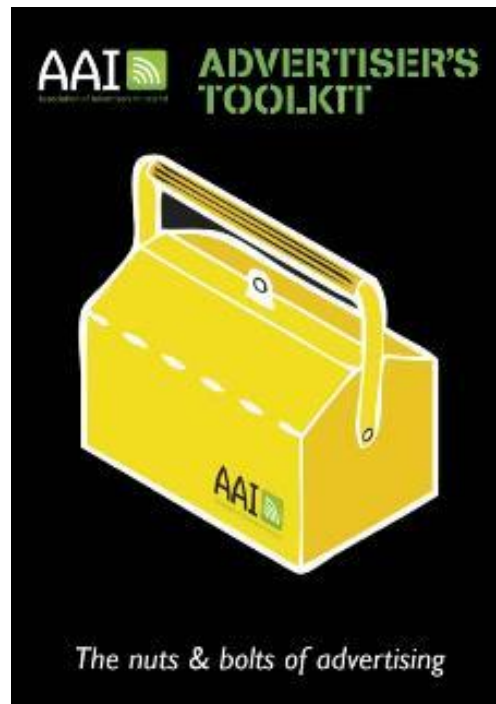
■ Airports scoring below Dublin ■ Dublin ■ Airports scoring above Dublin



# Takeaways

1. Buy in: Senior level crucial
2. Focus: On what matters to customers not what your processes can do
3. Clarity: Prioritise what's going to have the biggest impact on the Customer Experience
4. Inclusive: Get the doers on board and excited
5. Agile: Small steps – experiment & correct
6. Communicate, communicate, communicate





THANK YOU