

Airports & Air Navigation User Charges Workshop

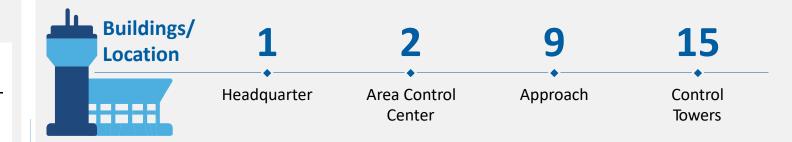
SAUDI AIR NAVIGATION SERVICES (SANS)
Customer & Stakeholder Management

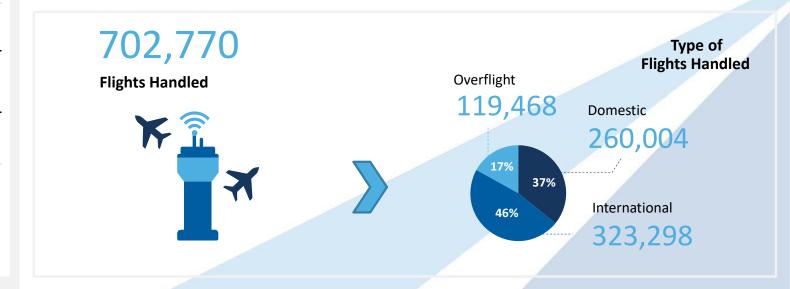


ANS Services & Business Over

Air Traffic Services

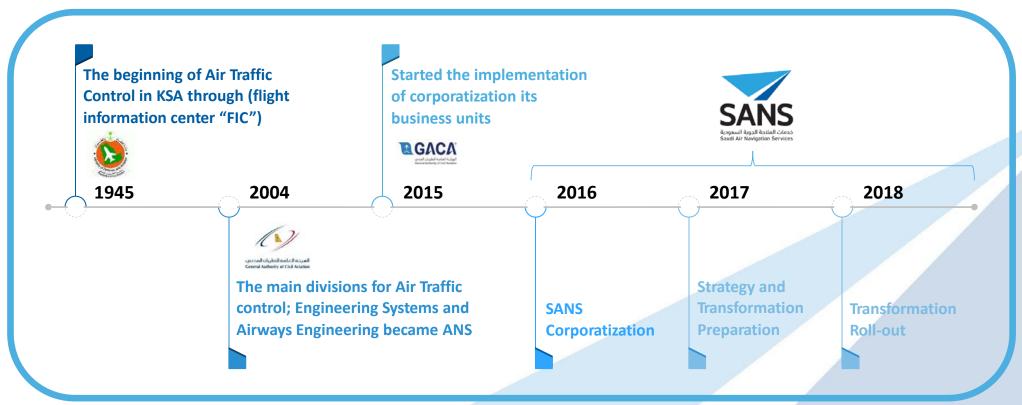
- Aerodrome Control Service (TWR)
- Approach Control Service (APP)
- Area en-route Control Service (ACC)
- Aeronautical Flight
 Information Service (AFIS)
- 5 Search and Rescue
- AFTN (Aeronautical fixed telecommunication network)







til recently ANS in Saudi was public sector



SANS developed a new transformational strategy to cope with local and regional growth as well as the on-going global trends

LOCAL GROWTH



- 83% of Umrah pilgrims arrive via air outlets.
- Target of 15 million Umrah pilgrims by 2020 and 30 million by 2030
- Expected average annual growth of Saudi air transport market by 4.1%



REGIONAL GROWTH

- Middle-East has the highest annual passengers growth rate 11.8% (2016)
- Market size is expected to increase by 244 million passengers by 2035



GLOBAL TRENDS



Digitizatio n



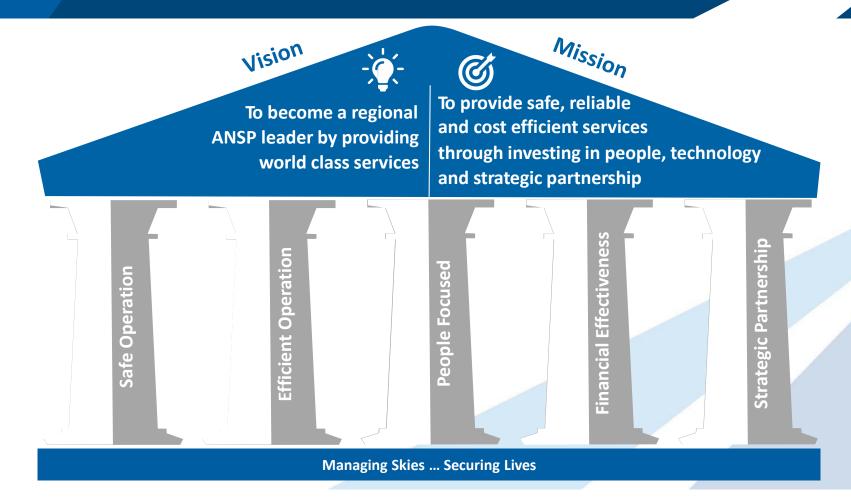
Efficiency



Optimization

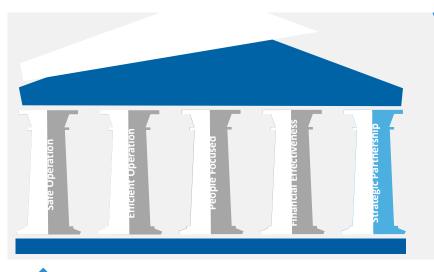


a result of corporatization a strategy to provide clear direction for the futur





SANS believes its success is derived by the relationships y forge with strategic partners



This strategic pillar has two main objectives that drive our focus...



- · Enhancing customer alignment
- Building joint value relationship with key stakeholders



The leadership in SANS considered multiple inputs to identify the next steps

Requirements for Corporatization

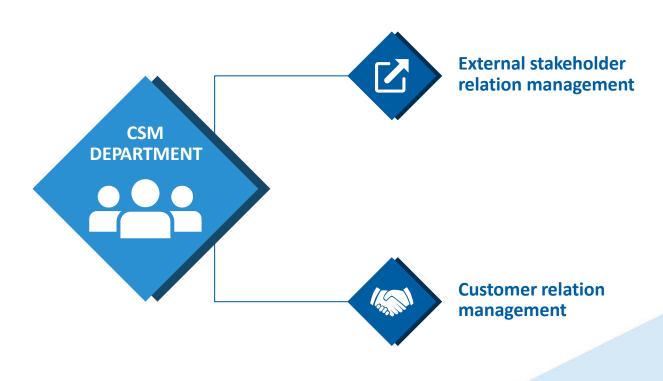
Organizational assessment

Study of ICAO recommendations

Benchmarking for best practices globally



As a result of the studies and assessment SANS established the Customer and Stakeholder Management (CSM) department



Responsible for all the activities that SANS plan to do with domestic external stakeholder

Customer relation management is a hub for customer insight and customer management on behalf of SANS



Section of External Stakeholders



To be the direct interaction point between SANS and the external stakeholders

Complain

Inquiries

Meeting Management



Create and sign SLA's with airports, metrology and more

Identify all the stakeholders

Gather all the requirements form both entities

Analyze requirement

Engage & Execute



Ensure that all stakeholder maintain a good efficiency level based on the agreed SLA's between the two entities

Run quality check every quarter.

Ensure provision of the services meet both entities requirement as per as ICAO & GACA

Corrective actions to avoid any short deficiencies in future



Responsibility for any escalation happened between SANS and external stakeholders

Apply reporting and escalation process according to the response time one & two

Manage and Create committee for unsolved cases if needed

Identify rout cause for the escalated cased for preventive actions



Develop a program to enhance partnership with the external stakeholders

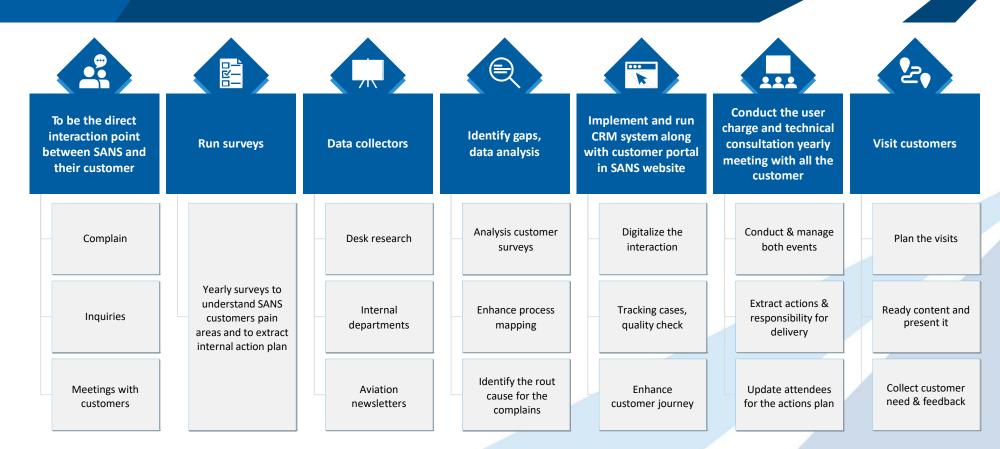
Identify and evaluate Programs to enhance the partnership between entities

Develop and design the engagement plan

Execute the engagement plan

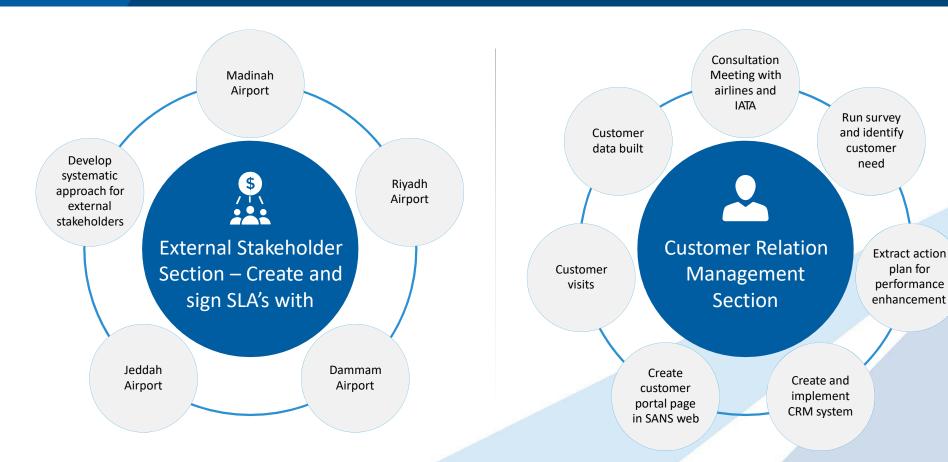


Section of Customers Relation Man





Achievements of CSM Department in 2018



plan for





CRM Implementation Journey



How SANS can become more customer focus and moving towards digitization?

Create a proper interaction point between SANS & out side entities, by doing the following



Implement CRM system backend



Implement customer portal in SANS web



Reduce the process mapping for the customer journey

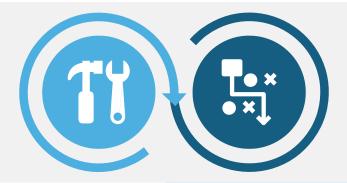


Analyze data



Develop enhancement strategy

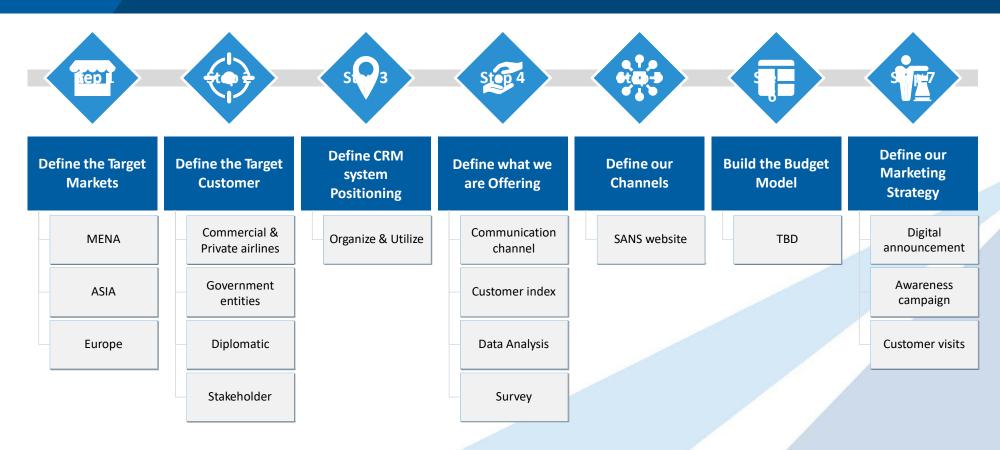
Implement the CRM system



GTM strategy for CRM system



TM plan contain seven different steps lead to a strong and proper utilization for the CRM system





Questions?

THANK YOU خدمات الملاحة الجوية السعودية Saudi Air Navigation Services