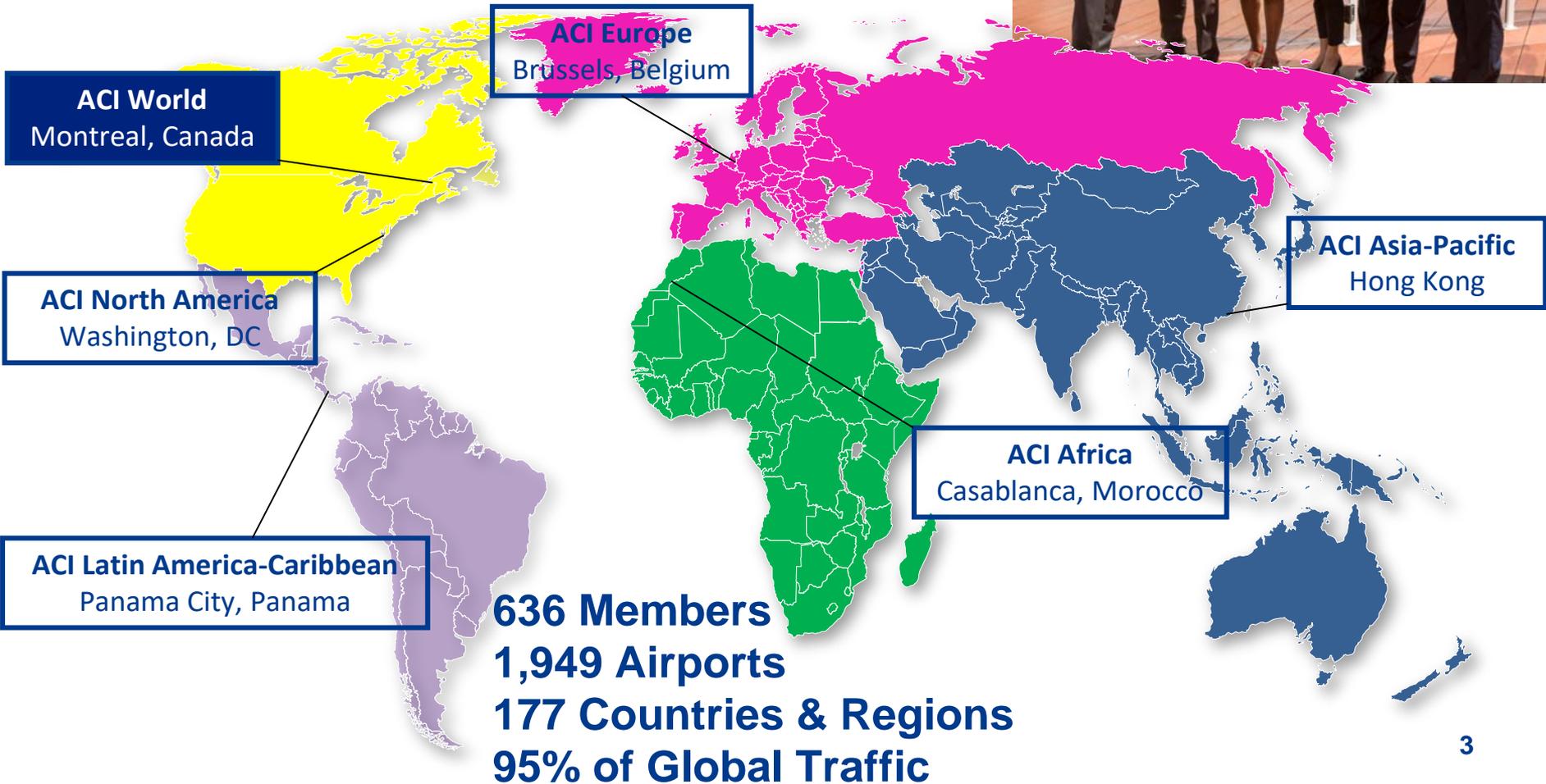


Agenda

1. Who are we?
2. What do we do for ICAO?
3. What are other international organizations we work together with?

ACI Structure



ACI World Governing Board



Standing Committees



Working together with ICAO

- Observer at governance meetings of ICAO – includes Assembly, Council, Conferences
- Observer at ANC – participation in discussions
- Observer on: Committee on Aviation Environmental Protection; Panels such as AvSec, Economic, Aerodrome Design and Operations, RPAS, A-CDM; and on informal study groups
- Attends formal and informal events including symposiums, and ICAO offsite strategy meeting

Representing airport interests with ICAO

Committee on Aviation Environmental Protection, 1–12 February 2016

Aviation Security Panel, 14–18 March 2016

ICAO Air Transport Symposium, 30–31 March 2016

Facilitation Panel, 4–7 April 2016

High Level Climate Conference, 11–13 May 2016

Safety Management Panel, 11–15 July 2016

Airport Pavement Expert Group, 13–15 September 2016

ICAO Second World Aviation Forum, 26 September 2016

ICAO Triennial Assembly, 27 September – 7 October 2016

Aerodrome Design and Operations Panel, 7–11 November 2016

Meteorology Panel, 17–21 October 2016

RPAS Panel, 31 October–4 November 2016

Navigation Systems Panel, 29 November–9 December 2016

CAEP/11 cycle - First Steering Group meeting, 5–9 December 2016

Representing airport interests with others



Working with IATA

- Founder members of ATAG
- Joint papers to ICAO
- Mutual participation at events
- Memorandum of understanding
 - Current Annexes: Ground Handling; Automated Border Control; Security Access and Egress; Smart Security; Common Use IT; and, Standard for Data Exchange
 - New annexes: Landside security; insider threat; security information sharing; unruly passengers best practice; end to end baggage tracking; biometric passenger tracking; open data for airport passenger information; beacons – joint recommended practice; human trafficking; and, wildlife trafficking

To wrap-up

- ACI is a strong and effective advocate for the passenger journey, working with industry partners, regulators, international organisations and media to develop and promote improved facilitation and to communicate airport achievements in this regard.



25^{YEARS}
1991 2016

The
voice
of the
world's
airports

Wednesday, 7 December 2016

ACI Airport Service Quality (ASQ) survey and benchmark: The tool to monitor the Airport Passenger Experience

Sevda Fevzi
Manager, ASQ Strategic Marketing
ACI World

2016 ICAO Air Services Negotiation Event
Nassau, Bahamas 5-9 December

ICAN2016



ASQ is 10 years old!



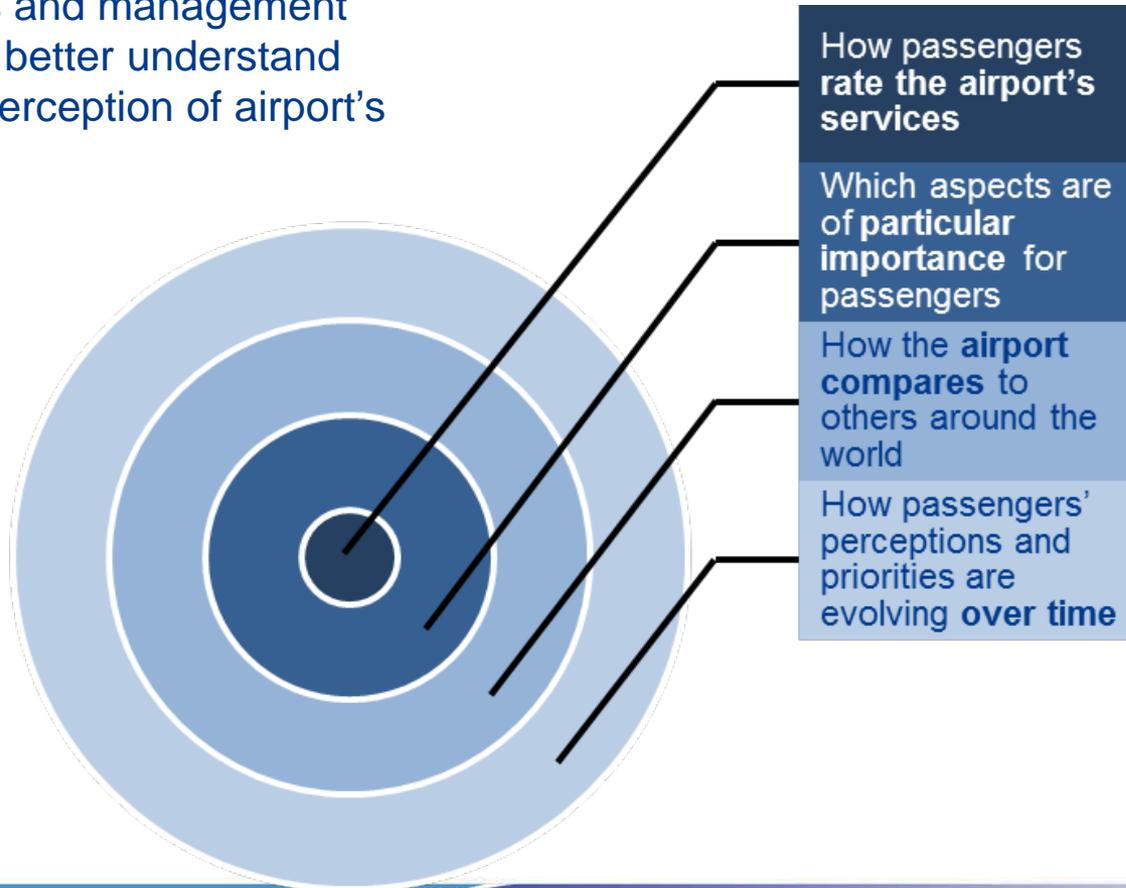
To play the video, please visit: <http://www.aci.aero/ASQ>

What is Airport Service Quality?



ASQ is the only Global Benchmarking Programme measuring passengers' satisfaction while they are at the airport.

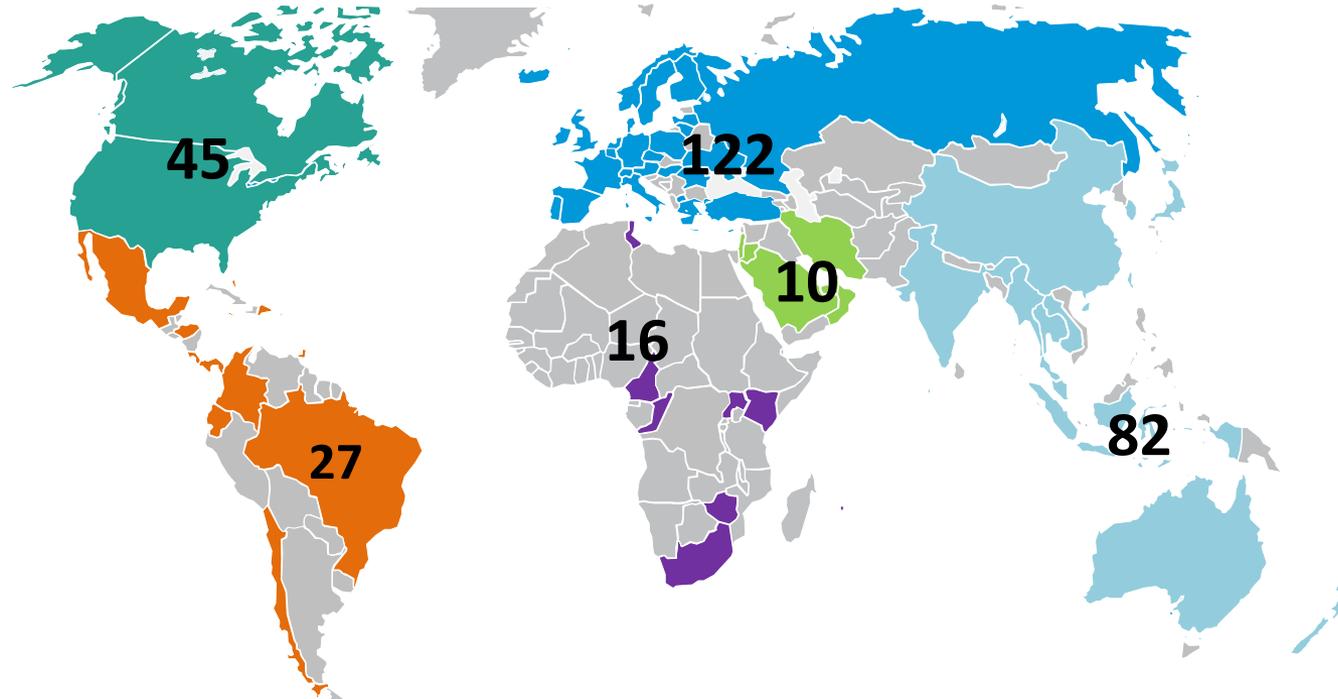
The ASQ Survey provides you with research tools and management information to better understand passengers' perception of airport's services:



ASQ Survey is run by over 300 airports surveying over 550,000 passengers per year



ASQ is present in 84 countries:



Methodology – how are the passengers selected?



The ASQ programme is supported by robust quality control and independent audit process to maintain high standards and the integrity of the data collected

ACI

Produces Sample Plan
Provides blank questionnaires

AIRPORT

Reviews Sample Plan, requests revisions (if needed)
Conducts fieldwork respecting ASQ rules
Returns completed questionnaires before deadline

ACI

Questionnaire processing, scanning, validation, quality control
Data cleaning, editing, weighting, score calculation
Release of quarterly data on ASQ Reporting Portal

Touch points of the passenger experience



Departures

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Arrivals

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Baggage claim

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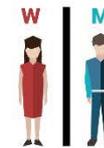
Passport control

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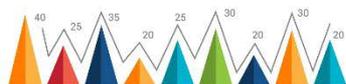
Customs control

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Toilets

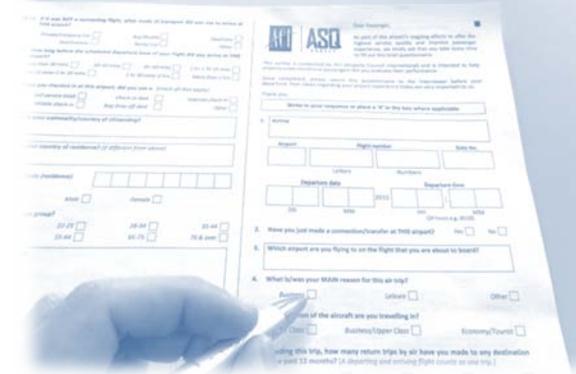
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Flights connection

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- 1 Overall satisfaction
- 30 Service attributes (departure)
- 3 Service attributes (arrival)

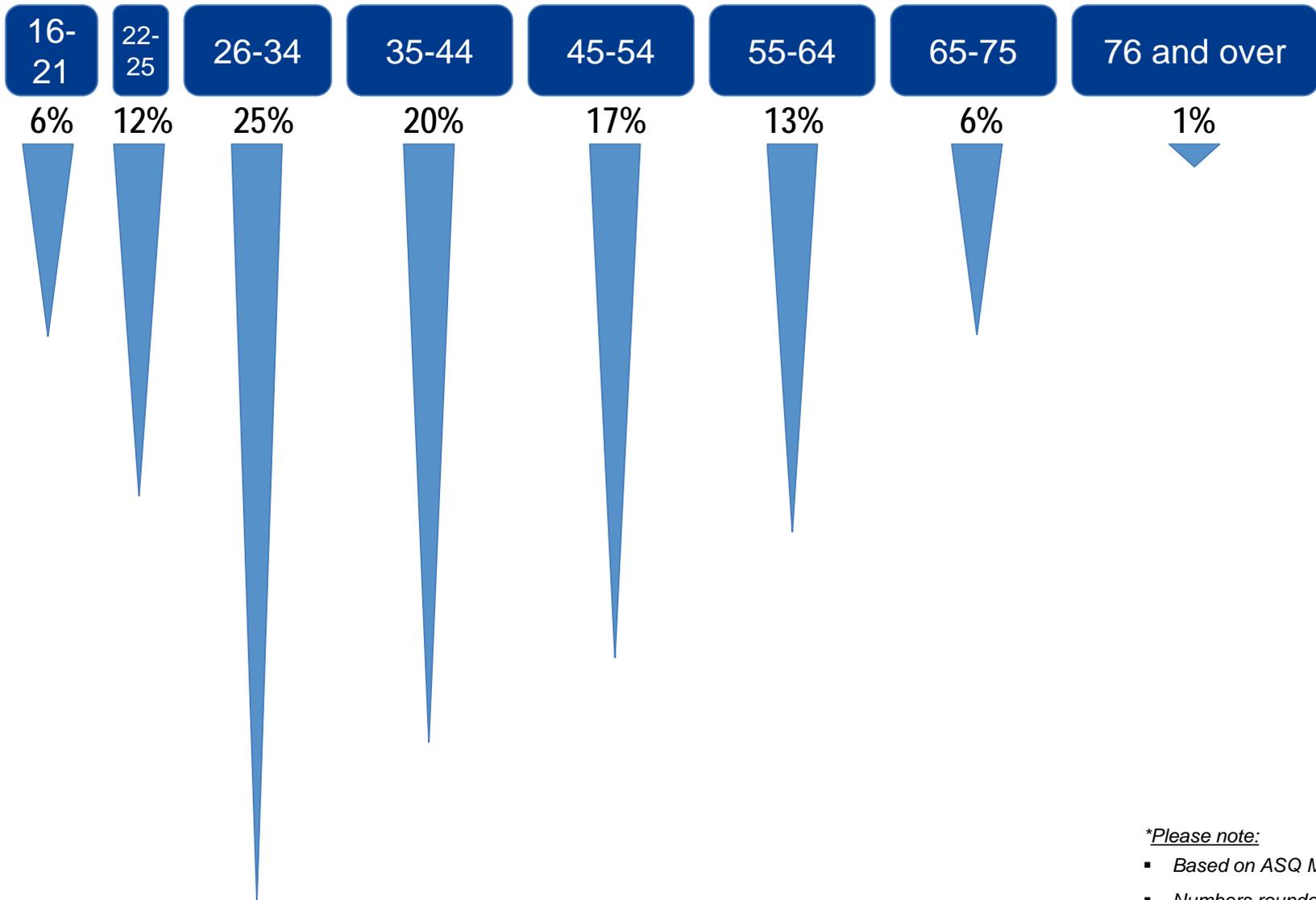
Plus passenger profile and demographic questions, flight information etc.

41 languages available



Generations in airports

ASQ questionnaire categories: 2015 data



**Please note:*

- Based on ASQ Main 2015
- Numbers rounded

Age group 16-21 years

①

②

③

...

*Aggregation of most, 2nd most or 3rd most important

Age group 16-21 years

① Ease of finding your way through the airport

②

③

...

*Aggregation of most, 2nd most or 3rd most important

Age group 16-21 years

- ① Ease of finding your way through the airport
- ② Internet access / Wi-Fi
- ③ Waiting time at Check-In

Top 3 for all age groups

*Aggregation of most, 2nd most or 3rd most important



Guide
ACI Passenger Personas
A new approach to passenger profiling



The airport enthusiast



The value seeker



The friendly vacationer



The timekeeper



The sun lounger tourist



The workman

Summarizing key points :



- ✓ An objective tool
- ✓ Strong credible methodology / audited
- ✓ ASQ is the only global benchmarking programme that gives airports and airport authorities a clear performance comparison with other airports, highlighting the key drivers of satisfaction at each location.
- ✓ Support to prioritize investments in infrastructure
- ✓ Support for negotiating service level agreements

Summarizing key points :



- ✓ Helps improve airport passenger experience
- ✓ Helps monitor performance of your suppliers, management and staff
- ✓ Helps airports exchange best practices with other airports
- ✓ Could be used by regulators as a globally recognised, objective method, of measuring customer satisfaction at airports of different sizes and capabilities.

Other useful notes



- ✓ For further information regarding the annual prestigious ASQ awards, please visit: <http://www.aci.aero/Airport-Service-Quality/ASQ-Awards>
- ✓ If you would like to join us at the annual ASQ Forums for 2017, complimentary registration, please email asqforums@aci.aero for further information.
- ✓ For the full participants list of ASQ member airports, please email Sevda Fevzi: sfevzi@aci.aero



Airport Service Quality



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Connect to us today!



ACI Airport Service Quality
(ASQ) Improving Passenger
Experience at Your Airport



@ACI_ASQ