

AIRPORT SERVICE QUALITY (ASQ)/ CUSTOMER EXPERIENCE

The Airport Service Quality (ASQ) customer experience programme provides the full story of passenger satisfaction throughout the airport journey. Offering a unique suite of solutions, we support airports at all stages of the implementation process by providing customer-experience advisory activities. As a one-stop solution provider, we support airport executives in their efforts to achieve the highest level of customer experience and service-quality management. Following strict market research guidelines, our scientific methodology and rigorous quality assurance and control provide a unique benchmark and offer data that is credible and full of key drivers that allow you to leverage investment opportunities.

Departures Survey

Our renowned departures survey – the only one that gathers information while the passenger is at the airport – has given us a reputation for excellence in the industry.

Arrivals Survey

This survey gathers information on arriving passengers’ impressions, from walking distances to baggage claim, to provide airports with tools to enhance passenger service.

Commercial Survey

Non-aeronautical income is an increasingly important source of revenue for airports. Airports of any size and type can benefit from this survey, which provides insights into commercial performance and revenue optimization in retail, food and beverage and paid services, and why passengers choose not to spend.

Customer-Experience Accreditation

Developed as a five-level programme, this review/audit process provides a common framework that guides airports in customer-experience management. Airports are accredited based on the level of maturity of their customer-experience management process.

This accreditation programme awards a professional designation.



Employee Survey for Customer Experience (ECE)

This diagnostic tool determines the readiness of your staff and stakeholders to work together in delivering the ultimate customer-service experience at all touchpoints throughout your airport and evaluates the optimal conditions for a stronger commitment to customer experience. In addition, it provides information as to whether the quality of service is impacted by the level of engagement.

Additional Services

A suite of enhancements is available for the departures survey. Options include customer journey mapping, terminal analysis, a comprehensive insight report, executive presentations, customized passenger personas, dissatisfied passenger probe, comments, analysis, training and fieldwork certification.

Best practice and research reports

Airports are continuously being challenged to deliver a high-quality passenger experience while ensuring that facilities and services are used optimally. ACI research reports are an important source of information and provide insights into customer experience on a wide range of subjects.

ASQ Awards

This prestigious accolade is given to airports that are the best in customer experience. Our yearly awards ceremony is a testament to the global participation in and ever-growing popularity of this programme.

