

# Customer Experience

THEME  
MONTH

(<https://www.phocuswire.com/Customer-Experience-Month>)



## REIMAGINING CUSTOMER EXPERIENCE, PART 3: AIRPORT INNOVATIONS

NEWS (/NEWS) / TECHNOLOGY (/TECHNOLOGY)

BY MITRA SORRELLS (/MITRA-SORRELLS) | JULY 23, 2018

Customer experience can be difficult to define, but easy to recognize when it's missing.

It's become the holy grail that companies seek as a way to stand out from their competition. And for good reason.

In its March survey report, [Experience is Everything: Here's How To Get It Right \(https://www.pwc.com/us/en/services/consulting/library/consumer-intelligence-series/future-of-customer-experience.html?WT.mc\\_id=CT11-PL1000-DM2-TR2-LS4-ND30-TTA5-CN\\_CISCX3-USPR&eq=press\\_US\)](https://www.pwc.com/us/en/services/consulting/library/consumer-intelligence-series/future-of-customer-experience.html?WT.mc_id=CT11-PL1000-DM2-TR2-LS4-ND30-TTA5-CN_CISCX3-USPR&eq=press_US), PwC found 73% of global respondents say a positive experience is among the key drivers that influence their brand loyalties.

And they're willing to back that up with dollars - consumers would pay as much as 16% more for better customer experience.

But how is that defined? Nearly 80% of PwC's respondents indicate speed, convenience, knowledgeable help and friendly service are the most important elements of a positive customer experience.

This month we are exploring the topic of customer experience from a variety of angles.

For part three we take a look inside airport terminals, where a variety of innovative work is being done to improve and ease the process of air travel.

### Sentiment analysis

As chief experience officer for Los Angeles World Airports, one of Barbara Yamamoto's jobs is to understand the problems and frustrations passengers face as they travel through Los Angeles International Airport.

But with about seven million travelers passing through the LAX terminals every month, gathering that feedback can be challenging.

About a year ago, Yamamoto implemented a new tool to understand what passengers are saying - and feeling - about their experience in the airport.

Called **Metis** (<http://richeytx.com/richey-metis/>), the artificial intelligence-backed data analytics system from Richey International analyzes text to assess both what is being said and the emotion behind it.

## Get a dose of digital travel in your inbox each day

Subscribe to our newsletter below

I accept the [Terms and Conditions \(/Terms-Conditions\)](#) and [Privacy Policy \(/Privacy-Policy\)](#).

In the past year, the system has analyzed input from about 16,000 LAX travelers shared in response to open-ended survey questions and public posts on Facebook, Yelp and Google.

"It's giving us a really holistic, efficient way of listening to our guests," Yamamoto says.

"Survey data gives analytics, the number, but it doesn't give us that emotional connection or the understanding behind the number. Metis blends the two to support decisions that can really make a difference for the guest experience."

The Metis system pulls out elements of every comment or post and relates it to one of five categories such as food and beverage, logistics and Transportation Security Administration. Then it classifies each one as positive, negative or neutral. The process begins with humans doing that classification, but gradually through machine learning, Metis is able to classify on its own, enabling scale and efficiency.

"I think this is the most pure form of listening to the voice of the customer," says Kyle Richey, founder and chief product officer at Richey International.

"This goes so far beyond net promoter score. NPS only measures satisfaction. We're going into the emotional level – does it make you happy or does it frustrate. This is where the battleground for customer experience is today. It's in their emotions."

To add context to the analysis, the Metis system is also analyzing public domain comments from other airports LAX has identified as its competitors.

"Because sometimes when you only view yourself, it becomes a bubble," Richey says.

## Baggage tracking

Baggage handling is at the core of the customer experience in air travel.

As **SITA's** (<https://www.sita.aero/>) baggage portfolio director, Peter Drummond, puts it, "You can have the best experience in the world flying with an airline, but if you arrive to your destination and your bag isn't there, all of that has gone to waste."

The outlook is improving: While passenger numbers rose to more than four billion in 2017, the rate of mishandled bags dropped to 5.57 per 1,000 passengers, the lowest level ever recorded, according to SITA.

But there is still work to be done, both to improve the customer experience and to save the airlines money. SITA estimates delayed, damaged and lost bags cost airlines about \$2.3 billion in compensation, transport and other costs in 2017.

"Most travelers have no idea what happens to their bag when it goes behind that black curtain," Drummond says.

"It's quite a complicated process, there are multiple system involved. And matching up those systems and the data from those systems to be able to track that bag is not an easy task."

On June 1, IATA Resolution 753 went into effect, requiring member airlines to track bags at four points: at check-in, loading onto the aircraft, transfer and arrival.

SITA's BagJourney is one solutions that addresses these SITA requirements, collecting tracking data at each point and sharing it with the relevant airline, airport or ground handling staff.



Lidar is an invisible laser that has a 150-foot range and spins 20 times per second.

The company says it's more accurate than Bluetooth- or Wi-Fi-based indoor location technology and better at safeguarding passenger identities than stereoscopic cameras. And because it requires fewer sensors than required for camera-based solutions, installation is less expensive.

"The beam spins, it bounces off a person 20 times in a second, and it creates what we see in our visual viewer as a dot," Kamel says.

"And that dot moves through, sits there, stops, goes through security. We look at hundreds of thousands of these objects. It's totally anonymous and three-dimensional, and we turn that into analyses."

That analyses gives airport managers a real-time view into what is happening throughout their facility.

"We provide all sorts of dashboards and metrics so they can see cues and wait times and analyze those moments that were particularly bad to determine what they could do differently," Kamel says.

"For example, they can say to TSA, 'We have real data, and we're not getting better on Mondays. We noticed you're not fully staffed, or you haven't opened the lane early enough.' Those are the kinds of discussions we can focus."

Kamel says it is partnering with SITA to explore opportunities to help the TSA measure the effectiveness of its operations across the largest 40 to 50 airports in the United States.

To provide assistance directly to travelers, linside is developing partnerships with consumer-facing companies such as Tripit, which now provides in-app alerts to users about security wait times based on linside's historical and real-time data.

Kamel says additional partnerships, possibly with online travel agencies and ride-sharing services, may develop in the future.

## Food on the fly

An empty stomach can sour an otherwise pleasant flying experience, but short connection times can limit passengers' ability to seek and wait for food at airport concession stands and restaurants.

To alleviate that stress, **American Airlines (<https://www.aa.com/homePage.do>)** integrated **Grab (<https://getgrab.com/>)** mobile food ordering into its app in 2016.

"We are really trying to improve our customer's experience," says Andrea Koos, manager of corporate communications for American Airlines.

"We understand travel can be stressful and difficult, and this is another option we can provide to our customers to make that travel journey a little easier."

Grab uses location services to show users the restaurants in their terminal. They place their order and pay in the app and then receive walking directions to the food outlet where they can pick up the order without waiting.

It's currently operating in 27 airports, 21 in the United States and six in the United Kingdom. In addition to the American Airlines app, Grab is integrated in apps for Dallas-Fort Worth International Airport and Heathrow Airport, and it is accessible as a standalone app.

"In a digital environment, it breaks down the physical barriers of the terminal, brings awareness to all of the food locations and puts choice back in the customers' hands," says Jeff Livney, chief experience officer for Grab.

"I can search by type of food. I can find the six gluten-free or Kosher items that fit my needs or the one thing I know my kid will eat. That kind of personalization is something we think is much-needed."

And similar to other on-demand products, users have the opportunity to rate each order, and that information is shared with both the concession operators and the airport.

Livney says Grab is expanding into airports in continental Europe and Canada and expects to be integrated into more apps soon.

## Biometric ID

Long lines to board planes and to go through customs upon arrival are becoming a thing of the past at airports around the world. Facial recognition using biometric technology is improving and expediting that part of the traveler experience.

Find out what is happening with biometric identification efforts in our article, [Unlocking travel security, part 3: Biometric ID \(https://www.phocuswire.com/Security-series-part-3-biometrics\)](https://www.phocuswire.com/Security-series-part-3-biometrics).

[Reimagining customer experience, part 1: Digital design \(https://www.phocuswire.com/Customer-experience-part-1-digital-design?ctxp=\)](https://www.phocuswire.com/Customer-experience-part-1-digital-design?ctxp=)

[Reimagining customer experience, part 2: Brian Solis on iteration vs. innovation \(https://www.phocuswire.com/Customer-experience-part-2-Brian-Solis?ctxp=\)](https://www.phocuswire.com/Customer-experience-part-2-Brian-Solis?ctxp=)

<https://www.phocuswire.com/Security-series-part-3-biometrics>

- [AMERICAN AIRLINES \(/AMERICAN-AIRLINES\)](#)
- [SITA \(/SITA\)](#)
- [AIRLINE \(/AIRLINE\)](#)
- [AIRPORT \(/AIRPORT/AIRPORT/16864\)](#)
- [FOOD AND DINING \(/FOOD-AND-DINING\)](#)
- [ANALYTICS \(/ANALYTICS\)](#)
- [ARTIFICIAL INTELLIGENCE \(/ARTIFICIAL-INTELLIGENCE\)](#)
- [BIOMETRICS \(/BIOMETRICS\)](#)
- [CUSTOMER RELATIONSHIP MANAGEMENT \(/CUSTOMER-RELATIONSHIP-MANAGEMENT\)](#)
- [MACHINE LEARNING \(/MACHINE-LEARNING\)](#)
- [SOCIAL MEDIA \(/SOCIAL-MEDIA\)](#)
- [EDITORS PICK \(/EDITORS-PICK\)](#)
- [CUSTOMER EXPERIENCE MONTH \(/CUSTOMER-EXPERIENCE-MONTH\)](#)

## More on Technology



(/bd4-winds-down-operations-data-personalization-travel)

News / Technology

**Data and personalization business BD4 shutting up shop (/bd4-winds-down-operations-data-personalization-travel)**

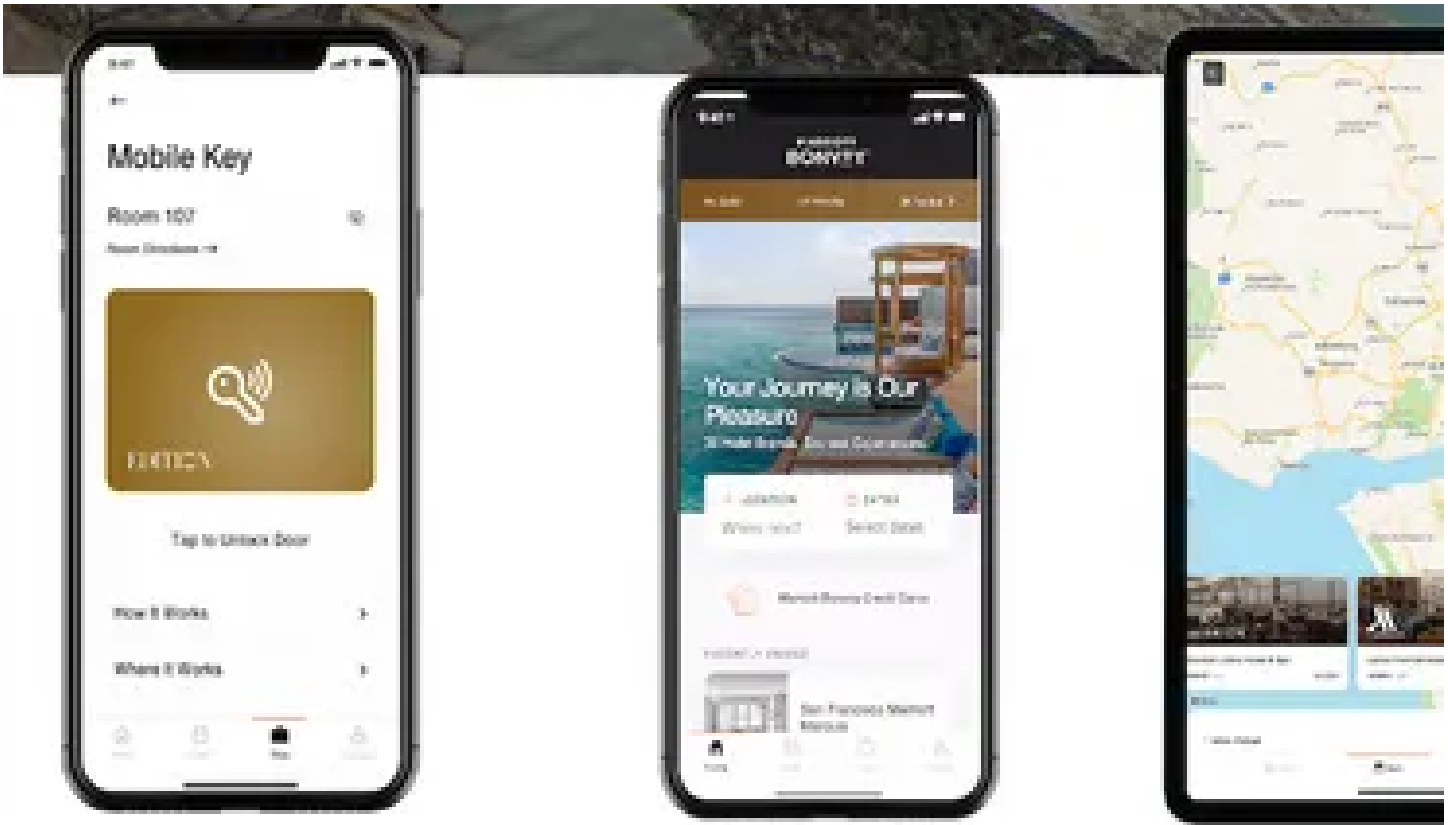


(/transit-tech-via-boost-public-mobility)

News / Technology

**Transit tech leader Via raises \$110M to boost public mobility (/transit-tech-via-boost-public-mobility)**

---



(/marriott-tech-digital-investment-2023)

News / Technology

**Marriott boosting app and wider digital investment in 2023 (/marriott-tech-digital-investment-2023)**

## The Latest

---



(/ixigo-invests-3m-in-electric-vehicle-startup-freshbus)

News / Startups

**Ixigo invests \$3.1M in electric bus startup FreshBus (/ixigo-invests-3m-in-electric-vehicle-startup-freshbus)**

---



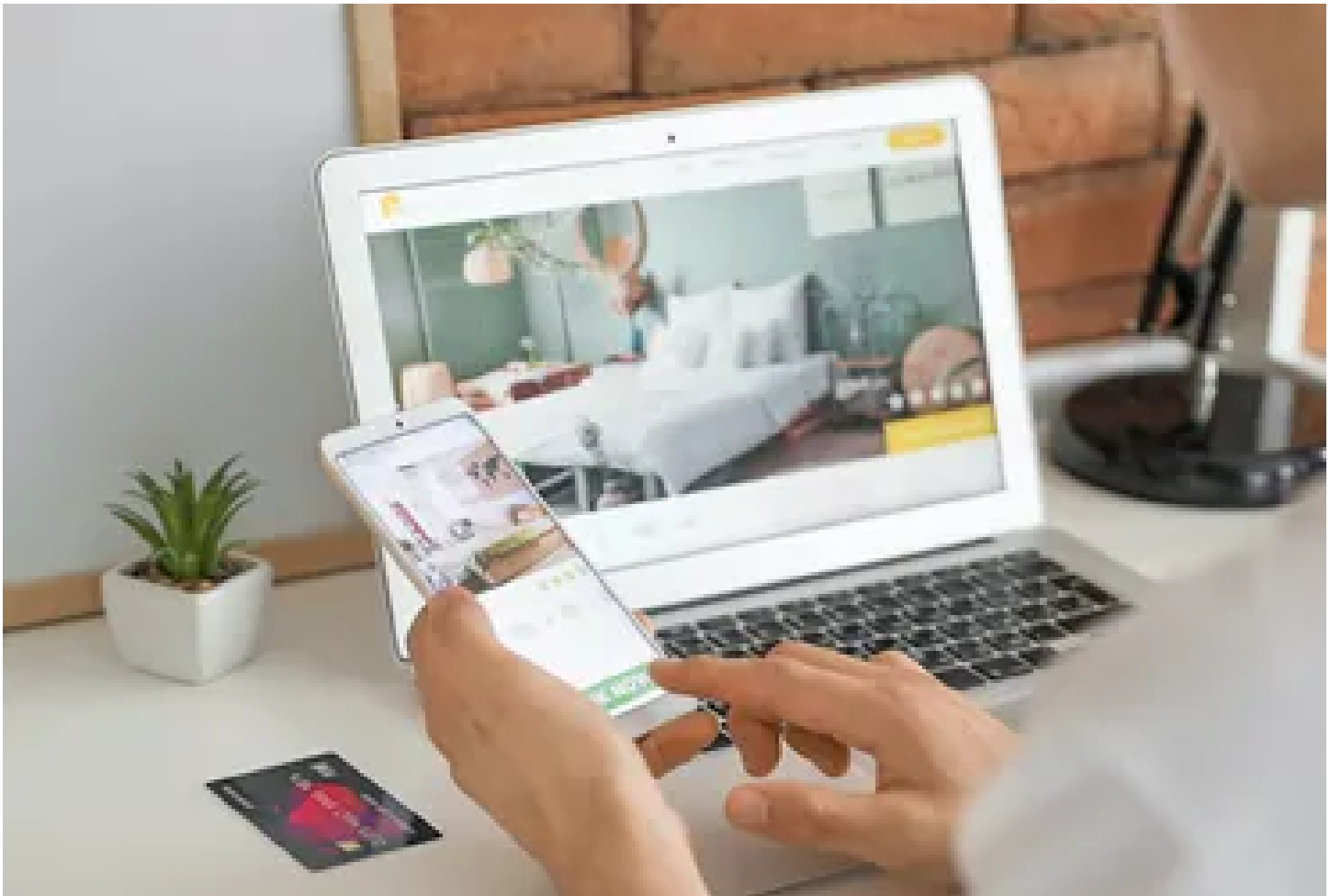


(/dance-mobility-12m-funding)

News / Startups

**Dance lands €12M for micromobility subscription push (/dance-mobility-12m-funding)**

---



(/siteminder-hotel-booking-trends-2022)

News / Online

**Online travel agencies gain hotel booking ground in 2022 (/siteminder-hotel-booking-trends-2022)**

**What will ChatGPT mean for the travel industry? (/what-will-chatgpt-mean-for-the-travel-industry)**

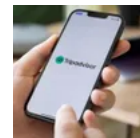
NEWS / TECHNOLOGY



(/what-will-chatgpt-mean-for-the-travel-industry)

**Viator accounted for more than one-third of Tripadvisor's revenue in 2022 (/tripadvisor-q4-full-year-2022-financial-report)**

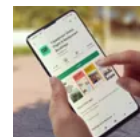
NEWS / ONLINE



(/tripadvisor-q4-full-year-2022-financial-report)

**Tripadvisor CEO outlines new three-prong strategy (/tripadvisor-ceo-outlines-new-three-prong-strategy)**

NEWS / ONLINE



(/tripadvisor-ceo-outlines-new-three-prong-strategy)

**Strategies destinations are using to disperse tourists (/how-dmos-redirect-visitors-to-less-popular-attractions)**

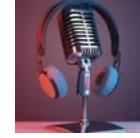
NEWS / ONLINE



(/how-dmos-redirect-visitors-to-less-popular-attractions)

**How ChatGPT will transform the travel industry - a PhocusWire LinkedIn Audio event (/how-chatgpt-transform-travel-industry-phocuswire-linkedin-audio)**

NEWS / TECHNOLOGY



(/how-chatgpt-transform-travel-industry-phocuswire-linkedin-audio)

## Subscribe Now!

YOUR EMAIL

SUBMIT

I accept the [Terms and Conditions \(/Terms-Conditions\)](#) and [Privacy Policy \(/Privacy-Policy\)](#).

## Sponsored

FROM OUR PARTNERS

**ITB Berlin returns in-person for first time since 2019 (/itb-berlin-returns-in-person-first-time-since-2019)**

**How travel pros can embrace new traveler expectations (/how-travel-pros-can-embrace-new-traveler-expectations)**

**What agencies need to know about future travel retailing (/what-agencies-need-know-future-travel-retailing)**

**Travel agencies embrace a virtual future for B2B payments (/travel-agencies-embrace-virtual-future-b2b-payments)**

**The case for tours and activities as the "loyalty ancillary" (/case-for-tours-and-activities-as-loyalty-ancillary)**

**VIDEO: Chargeback Gurus on tackling rising chargebacks in travel (/chargeback-gurus-chargeback-risk-travel)**

**Video: Meta on how travel brands can use Facebook, Instagram and WhatsApp (/meta-facebook-whatsapp-instagram-influencer-marketing)**

**Video: Allianz Partners on tapping into consumer trends (/allianz-partners-tapping-consumer-trends)**

**Optimizing payments for online travel agents to boost their business (/optimizing-payments-online-travel-agents-boost-their-business)**

**Kiwi.com prepares for growth in 2023 with new brand identity (/kiwi-com-prepares-growth-2023-new-brand-identity)**

[MORE STORIES \(/FROM-OUR-PARTNERS\)](#)

## Event Calendar

**(/phocuswright-conference-2023-event-listing) The PhocusWright Conference 2023 (/phocuswright-conference-2023-event-listing)**

November 13-16, 2023  
Fort Lauderdale, FL (/phocuswright-conference-2023-event-listing)

**(/phocuswright-europe-2023-event-listing) PhocusWright Europe 2023 (/phocuswright-europe-2023-event-listing)**

June 12-14, 2023  
Barcelona, Spain (/phocuswright-europe-2023-event-listing)

2023-02-23  
 @phocuswire  
 #chatgpt  
 #transform-the-travel-industry

**How ChatGPT will transform the travel industry (/how-chatgpt-transform-the-travel-industry)**




February 23, 2023  
 11:11 AM  
[View Article \(/how-chatgpt-transform-the-travel-industry\)](#)

[ALL EVENTS AND REPLAYS \(/EVENTS\)](#)

# PhocusWire

 PHOCUSWRIGHT RESEARCH ([HTTPS://WWW.PHOCUSWRIGHT.COM?UTM\\_MEDIUM=WEB&UTM\\_SOURCE=PHOCUSWIRE&UTM\\_CAMPAIGN=RESEARCH](https://www.phocuswright.com?utm_medium=web&utm_source=phocuswire&utm_campaign=research))

 PHOCUSWRIGHT EVENTS ([HTTPS://WWW.PHOCUSWRIGHT.COM/EVENTS/?UTM\\_MEDIUM=WEB&UTM\\_SOURCE=PHOCUSWIRE&UTM\\_CAMPAIGN=EVENTS](https://www.phocuswright.com/events/?utm_medium=web&utm_source=phocuswire&utm_campaign=events))

     (<https://www.phocuswire.com/RSS/All-Events>)  
 (<https://www.phocuswire.com/>)

## Subscribe Now!

YOUR EMAIL

SUBMIT

I accept the [Terms and Conditions \(/Terms-Conditions\)](#) and [Privacy Policy \(/Privacy-Policy\)](#).



[Other Northstar Travel Group Products \(https://www.northstartravelgroup.com/audiences/travel-technology/PhocusWire/\)](https://www.northstartravelgroup.com/audiences/travel-technology/PhocusWire/)

[Events by WIT \(http://www.webintravel.com\)](http://www.webintravel.com)

[About Us \(/About-Us\)](#)

[Advertise \(/Advertise\)](#)

[Privacy \(/Privacy-Policy/\)](#)

[Contact Us \(/Contact-Us\)](#)

Copyright © 2023 by Northstar Travel Media LLC. All Rights Reserved. PO Box 760, Sherman, CT 06784 USA | Telephone: +1 860 350-4084

Phocuswright (<https://www.phocuswright.com/>) • The Phocuswright Conference (<https://www.phocuswrightconference.com/>) • Phocuswright Europe (<https://www.phocuswrighteurope.com/>) • Battleground (<https://www.phocuswrightbattleground.com/>) • TTS (<https://www.traveltech-show.com/>) • Web In Travel (<https://www.webintravel.com/>) • Inntopia (<https://corp.inntopia.com/>) • Retail Travel (<https://www.northstartravelgroup.com/Audiences/Retail-Travel>) • Hotel Investment (<https://www.northstartravelgroup.com/Audiences/Hotel-Investment>)

