Everyone's a VIP:
Delivering Great Passenger Experiences
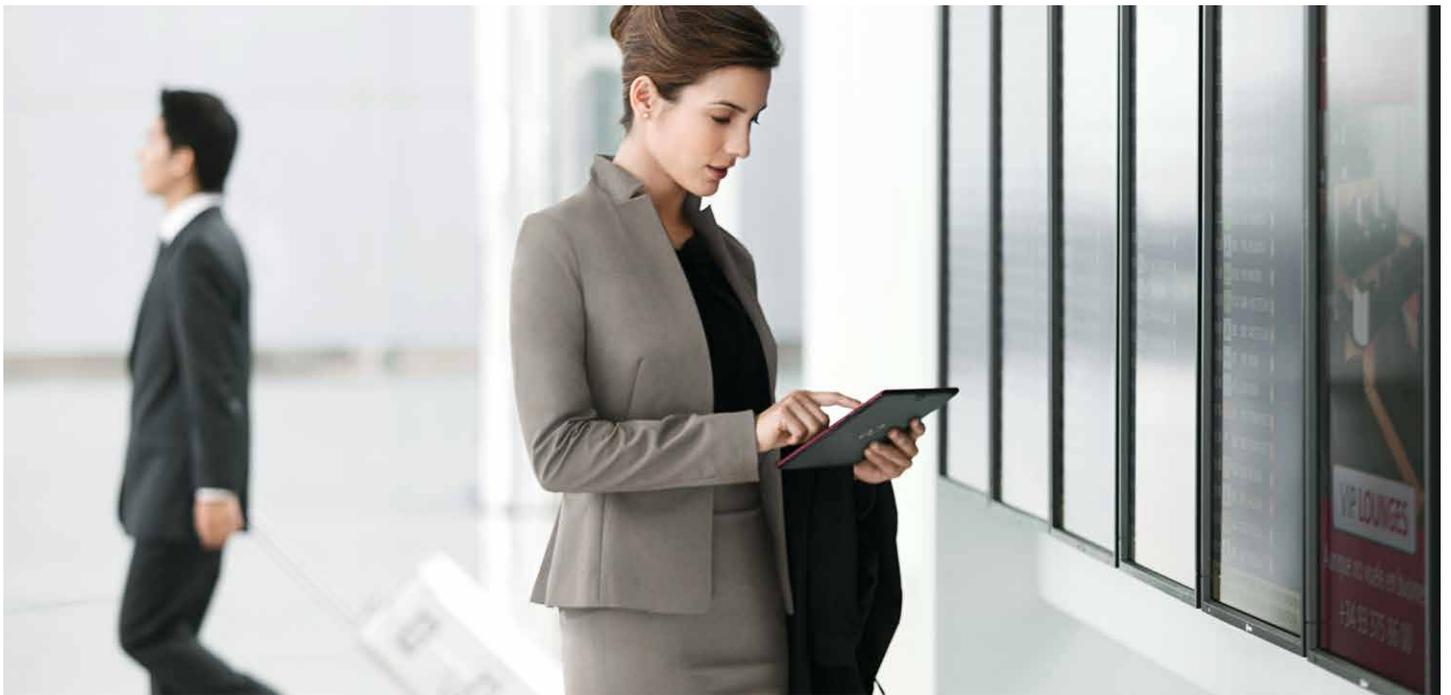
Redefining passenger experience in the customer-centric era.

The huge logistical challenges of handling so many people moving through terminals each day mean airports have always needed to be customer-focused.

But like so many industries, air travel is now moving toward a more rigorously customer-centric approach to day-to-day operations and service delivery. Plans for business growth hinge on getting more travellers on to more flights, which means that improving the passenger experience is at the top of every airport's agenda.

Today, simply smoothing the movement of passengers along their journey isn't enough. Airports are challenged to help airlines deliver the best possible service, work with retail and hospitality partners to provide outstanding customer experiences, and increase security and safety without inconveniencing passengers.

All of this puts a strain on IT infrastructures, with regular technology refreshes needed to meet increasing compute and storage demands as well as growing requirements for mobile application access for passengers and the staff who serve them.

A combination of performance and reliability from future-proof technology is needed, both to accelerate service delivery and to enable the resilient operational efficiency and seamless mobile connectivity passengers now expect.

Improving the passenger experience

Ask passengers what they want when they travel and most will tell you the same thing: a hassle-free journey.

Whether they're using an international mega-terminal or a regional hub, passengers want an experience that's fast, predictable and stress-free. That means getting them through security and check-in procedures quickly and efficiently and providing up-to-date flight information, clean and comfortable departure lounges, and world-class retail and hospitality environments for those who choose to use them.

Passengers also increasingly expect the sort of personalized and relevant customer experiences they receive from consumer brands – experiences that make their journey more informed and enjoyable, but that also that deliver profitable interactions for the airport and its onsite partners.

Airports need to convince passengers that they can deliver these sorts of experiences, which means a combination of outstanding service, efficient operational processes and innovative technology must come together.

Proactive, personalised service isn't just a nice-to-have anymore – for today's passengers it's a basic expectation. Increased operational efficiency, enabled by a robust ICT platform, not only helps reduce costs and drive productivity; it creates an environment in which proactive service can thrive.

Using technology to create better experiences

Technological innovations can also play a big part in improving passenger experiences. When you can track and share real-time information about passenger flow, flight and baggage statuses, service resource availability and so on, you can create a truly intelligent airport capable of responding quickly to make every passenger journey the best it can be. For example, CCTV could be combined with advanced data analytics to track passenger movement and density to optimize footfall in retail outlets – keeping passengers happy and potentially increasing customer spend for your retail partners.

Of course, the technology infrastructure that supports all this must be dependable, resilient and cost-effective. And on those occasions when a failure does strike, you need an expert, reliable service partner to get things up and running again quickly.

Passengers' expectations are changing fast and it's up to airports to keep up or risk losing airlines – and their passengers – to more agile competitors. Get it right, and passengers will experience a journey that's not just hassle-free, but that's genuinely enjoyable, and your airport will stop being merely a gateway and become another *destination*.

Keeping passengers informed

One of the key things passengers demand is real-time information. In our day-to-day lives we're now accustomed to accessing information instantly through smartphones and being kept constantly up to date by social media. Using mobile check-in and boarding passes is now commonplace for many passengers and they expect the technology in airports to continue to assist them along their journey.

Self-service kiosks and mobile applications for tracking live flight and baggage statuses can help passengers keep themselves informed – freeing service staff to focus on those passengers that need personal assistance.

Turning better passenger experiences into profitable growth

Underlying great passenger experiences is a layer of efficiency and productivity gains that help airports drive real business growth. Lean, customer-focused processes and centralised operational models, backed by the right infrastructure at the right cost, can change the economics of airport management.

It means happy customers get experiences they'll remember for the *right* reasons. Onsite partners can drive more profitable customer interactions. And more airlines want a piece of the action – bringing you more passengers traveling to more destinations and making your airport an even more attractive choice.

Learn more

From IT infrastructure provisioning to Break/Fix support, Fujitsu helps airports and their partners deliver the outstanding experiences today's passengers expect. Get in touch today to find out more about how we can help you accelerate service delivery, improve operational efficiency and build a foundation for profitable growth.