



Passenger Journey Scorecard

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PASSENGER JOURNEY SCORECARD

BACKGROUND

5-Star airports have ability to anticipate guest needs

VISION

Real-time operational awareness

GOAL

Develop tool to measure guest experience

Provide corrective action if score falls below goal



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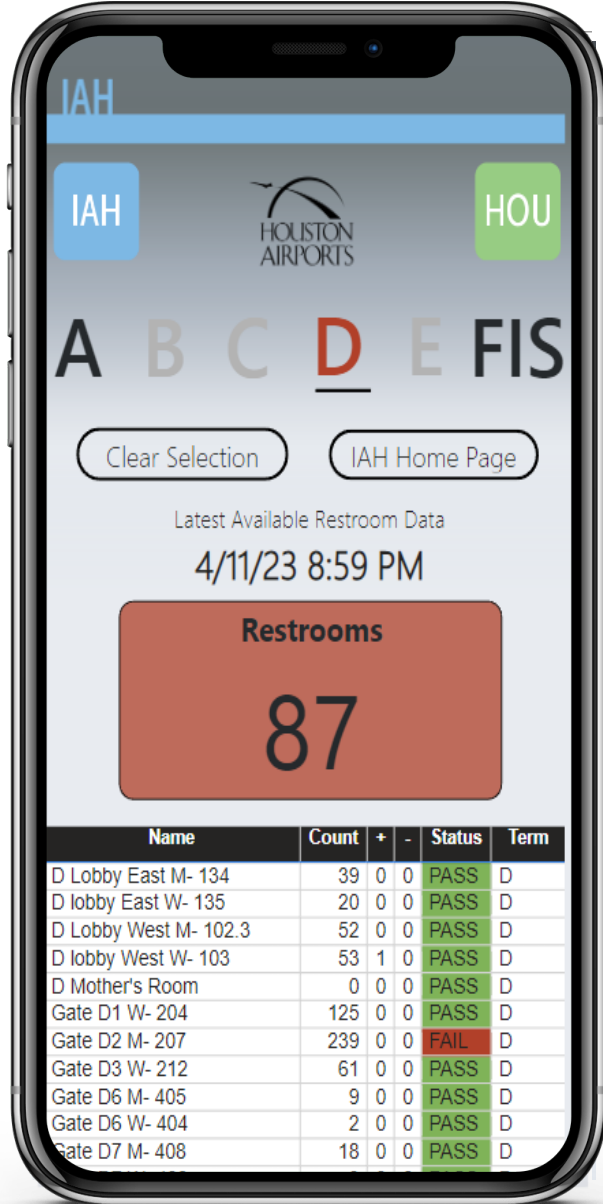
In-house built application

Aggregates data from multiple sources

Derives score by using metrics, logic

Helps to understand link between technical score and passenger feedback

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WHO IS THIS FOR?

- **Management**
 - Global view of current operational status
 - Reasons for deficiencies
- **Employees**
 - How am I doing?
 - Why does it matter?



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STRATEGY

- **Build foundation**
 - **Select Phase I data sources based on:**
 - **Areas our guests care about**
 - **Readily available data**

Phase I Data Sources
1. Restrooms
2. TSA Checkpoint processing time
3. CBP International arrival processing time
4. Roadway Traffic (local)
5. WiFi Availability
6. Conveyances
7. HVAC / Temperature
8. Water Pressure / Potable Water

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Thank you!