

# *Case Study*

# MELBOURNE AIRPORT

# Melbourne Airport

## Improving Customer Experience in Real Time



Melbourne Airport is the primary airport serving the city of Melbourne and the second busiest airport in Australia. It is Australia's only major, single-terminal, curfew-free airport and in 2010, the number of travelers to pass through the airport in a single year rose to 27.7 million, an increase of 10 percent over 2009. Over 12,500 people work within the Melbourne Airport precinct and, with 27.7 million customers to serve, Melbourne Airport continues to put customer satisfaction at a premium. In order to gain insight into the customer experience and improve service, the Melbourne Airport research department works to listen to their customers by gathering survey data.

The surveys by the Melbourne Airport team address a variety of points in the customer experience, including

- Kerbside
- Check-in
- Security
- Passport control and customs
- Baggage claim
- Facilities
- Travel and demographic information
- And much more

Although Melbourne Airport had been conducting these surveys for years, the research team wanted to be able to react more swiftly to customer needs by reviewing and responding to real-time results, so they began to collect data using the Survey Analytics solution with an iPad interface.

After two rounds of surveys utilizing the new Survey Analytics solution, Melbourne Airport has seen

- Over 1,000 respondents offering their feedback to improve the Melbourne Airport experience. This means that the Melbourne Airport has met their research quota effectively each quarter.
- Engaged respondents. Passengers traveling through the airport were more likely to engage with an interviewer because they appreciated the use of the iPad device as a point of connection.
- A significant reduction in printing and data processing costs. Because all the survey data is gathered using an iPad, the Melbourne Airport research department has been able to do away with costly paper surveys, research reports, and analysis print-outs, saving the airport approximately 10% of research department expenses.

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- Impactful, actionable changes enacted throughout the airport. Most notably, during the busiest quarter of the year, researchers identified a trend of dissatisfaction within a main service area. As a result, Melbourne Airport was able to resupply and respond immediately to the findings and customer satisfaction improved, making for a better overall travel experience for everyone.

*“Survey Analytics has addressed each of our business challenges efficiently and expertly as we’ve encountered them throughout this project,” says Abigail Laqui, Market Research Coordinator at the Melbourne Airport. “And because of the success of our program, Survey Analytics is being extended to other airport departments and teams, changing the way we do business.”*

Survey Analytics and the Melbourne Airport look forward to an ongoing partnership that optimizes the travel experience.

## Real-Time Results

Industry research from a variety of sources shows that satisfied customers will relay their positive experience to three people, while customers with a negative experience will share their reactions with 3,000 people . Gathering real-time results allows companies to respond to customer dissatisfaction before it becomes an issue.

Survey Analytics is an adaptable solution that can operate across a variety of interfaces, giving companies the ability to react in a timely manner to customer feedback.

# Enterprise Research Platform

Why more organizations choose SurveyAnalytics.com

## Superior Technology

The system has been designed from the ground up to accommodate the needs of anyone conducting online research. Our simple interface, cutting edge features, and competitive price have landed us in the top tier of web-based survey software providers. We truly believe that you will not find a better value on the web today.

## Reliability and Commitment

Our absolute commitment is to the success of our clients. We recognize what our clients need to make their online research a success and we're 100% focused on creating solutions that meet and exceed these requirements.

## Proven Track Record

Thousands of clients worldwide have chosen our system to conduct their online research. Companies, both large and small have chosen us as their trusted partner for conducting online research.

## Security

Our system adheres to the highest level of security standards on the internet. Data security and privacy are addressed at all levels starting with survey delivery all the way through protecting your survey results.

## Support

Our customers have access to an expert team of developers who are responsible for ensuring 100% client success.



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