ASQ Survey
Benchmarking the global airport industry
ACI Airport Service Quality

Airports Council International (ACI) is the world’s trade association for airports. Representing 573 members operating over 1,643 airports in 178 countries and territories, ACI is truly the voice of the world’s airports.

ACI aims to foster co-operation among its member airports and other partners in world aviation, including governments, airlines and aircraft manufacturers. Through this co-operation, ACI advances the interests of the world’s airports and promotes professional excellence in airport management and operations.

Airport Service Quality (ASQ) is a comprehensive ACI initiative to help airports in their continuing efforts to improve the quality of service experienced by passengers. Four core programmes provide practical management information and advice specifically for the airport industry.

The ASQ programmes identify and disseminate best practice from top-performing airports around the world. By joining one or more of the ASQ programmes, your airport not only gains access to a wealth of information and advice, but also to a world-wide airport forum discussing today’s issues and solutions.

We recognize that airport service excellence requires airports to manage the differing needs of a wide range of groups, from governments and regulators, to staff, concessionaires and passengers. The four aspects of the ASQ initiative combine to offer a practical system to meet, communicate and exceed all of these requirements.

DKMA: Aviation Market Research and Analysis Services

The Airport Service Quality Programme is managed by DKMA. DKMA provides market research, analysis and information solutions exclusively for the aviation industry. Our expertise helps airlines and airports make informed strategic and resource-management choices.

DKMA conducts customer satisfaction and benchmarking surveys across the world, conducting over 200,000 person-person interviews per year. Our services facilitate discussion, networking, and open exchange of information in a way no other organisation can match.

DKMA offers strategic, operational, research & data support in answer to your information requirements.

If you have any questions or suggestions, don’t hesitate to contact us.

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ASQ Survey
Analyse passenger perceptions

ASQ Assured
Monitor and review organisational processes

ASQ Management
Advice on best practice in organisational processes

ASQ Performance
Measure the quality of service provided
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**ASQ Survey Introduction**

Do you know how your customers perceive your airport? Are they happy with the services you and your suppliers offer them? How do they feel about the choice of airlines, flight times or the shopping and dining opportunities? Knowing and understanding your customers’ thoughts, wishes and expectations is the basis for providing the best possible service. To meet these expectations, airport quality management systems need to include continuous monitoring of passenger satisfaction levels and comparisons with airports around the world.

ASQ Survey is the world’s leading passenger satisfaction benchmarking programme, giving airports the ability to accurately and reliably compare themselves with more than 100 other airports around the world. ASQ clients include some of the largest airports in the world such as Hong Kong, London Heathrow, Paris Charles de Gaulle and Atlanta as well as smaller airports such as Bermuda, Edinburgh and Melbourne.

The wide variety of airports participating in ASQ Survey ensures that participants find the benchmark that suits their needs, enabling them to learn how to improve passenger satisfaction from leading airports around the world.

ASQ Survey gives you continuous insight into passengers’ on-the-day experience at your airport and compares the level of customer service for 34 items against over 100 airports worldwide.

ASQ Survey is not only the world’s leading customer satisfaction benchmarking programme, it is also a hands-on business management tool giving quick access to worldwide best practice in the industry. By objectively showing who is performing better (or worse), ASQ Survey highlights problem areas and solutions. ASQ Survey identifies best practice and gives you networking options and a contact to discuss that best practice.

Excellence in service is not a one-off, it is proven to be the result of continual effort and commitment to providing the best possible service. ASQ helps you understand where to focus that financial and human effort.

In order to provide an appropriate service for different sizes of airport, airports can now participate in the ASQ Survey at four different levels:

- ASQ Survey Main Programme
- ASQ Regional
- ASQ Unique
- Airport Specific Survey

**America (30)**
Atlanta, Austin, Bermuda, Calgary, Cancun, Cleveland, Curacao, Dallas DFW, Denver, Detroit, Edmonton, Guayaquil, Halifax, Houston HOU, Houston IAH, Jacksonville, Lima, Mexico City, Minneapolis, Montreal, Oakland, Ottawa, Port Columbus, Port of Spain, San Diego, San José SJO, Toronto, Vancouver, Washington DCA, Washington IAD

**Europe (47)**

**Asia (20)**
Adelaide, Auckland, Bangkok, Beijing, Cairns, Chennai, Christchurch, Guangzhou, Hangzhou, Hong Kong, Kolkata, Kuala Lumpur, Melbourne, Mumbai, Nagoa, New Delhi, Shanghai PVG, Singapore, Sydney, Taipei

**Africa (7)**
Cape Town, Durban, East London, George, Johannesburg, Nairobi, Port Elizabeth

**Middle East (5)**
Abu Dhabi, Doha, Dubai, Muscat, Tel Aviv
Using ASQ Survey

How does ASQ Survey support an airport's business?

ASQ Survey is specifically designed to help airport managers understand and monitor the key drivers of their business. ASQ Survey offers information and analysis created explicitly for all levels of the airport's organization.

The ASQ Survey assists airports:

Optimize investments efforts:
ASQ identifies the areas where investments will most improve customer satisfaction. Understanding your passengers' key drivers of satisfaction helps you to identify where to focus your financial and human efforts.

Monitor performance of your suppliers:
Through comparisons with other airports ASQ Survey lets you place service levels provided by suppliers and business partners into a global or local context. ASQS therefore allows you to precisely measure the competitiveness of your suppliers – helpful for setting and managing Service Level Agreements.

Share best practice with other airports:
ASQS participants are able to learn from their peers at other airports. Programme participants share all customer satisfaction information which shows up best practice and promotes discussion. ACI holds regional ASQ Airport Forums to facilitate these discussions, thoughts and ideas. The forums are an invaluable and unique opportunity to share knowledge and experiences.

Assess the performance of your management:
Top management can track performance at their airports in all the measured service areas. Service targets can be set for managers and goals and incentives can be put in place to motivate managers and their teams. ASQ information is often used in discussions between governments/regulators and airport management companies to provide an unbiased and reliable view of airport service performance.

Marketing your airport:
ASQ is a unique opportunity to make the airlines, passengers, public and authorities aware of your achievements in customer service. ASQ publishes a yearly rating of top performing airports - this recognizes the work of these airports with awards and a press campaign to highlight their excellent performance.

Benefits of ASQ Survey

 ✓ Impartial, unbiased, statistically reliable
Owned and directed by ACI, the airport industry's trade association, ASQ is designed to be a bias-free, statistically accurate reflection of service levels. Used and trusted by governments, regulatory authorities and airport management teams around the world, ASQ is the world's leading airport benchmark programme.

 ✓ A coherent, market and business analysis strategy
ASQ offers a co-ordinated approach for measuring service quality. ASQ Survey shows passenger perceptions, ASQ Performance shows actual delivered levels of service. ASQ Assured accreditation demonstrates to the world the airport's commitment to service quality.

 ✓ Consistent, comparable management data
ASQ is trusted by over 100 major airports around the world. Together, ASQ Survey and ASQ Performance provide a secure and consistent set of management information for taking business decisions. There is no need to worry about politics or conflicts of interest, ASQ programmes are independently managed and provide reliable, unbiased information and identify actual levels of performance.

 ✓ Designed by airports, for airports, and only for airports
ASQ programmes combine lifetimes of airport knowledge and experience with market research excellence and expertise. Although ASQ methodologies are based on best practices from a wide range of industries from IT to media to automotive, ASQ is only available to airports and is designed with only airports in mind.

 ✓ Significantly lower research costs
ASQS and ASQP together allow airports to cancel a myriad of conflicting, small internal surveys. The definitive ASQ methodologies give a consistent and coherent strategy for measurement of customer service that can be used and trusted by staff and managers throughout the airport.
Study Methodology

The ASQS survey tool is a self-completion questionnaire covering all aspects of the passenger’s on-the-day experience so that ASQ Survey service ratings reflect passenger’s actual experience of the airport.

The survey is conducted all year round and is based on a single questionnaire available in 28 languages, and covering 34 key service items. In this way the base of comparison is known to be the same at all airports.

ASQ Survey sampling is conducted according to a sample plan which is custom-designed for each airport. To ensure representative results, DKMA designs a sample structure reflecting the operations at each individual airport. These sample plans are based on a range of sources including OAG data and are updated quarterly to incorporate any seasonal changes at your airport. Airports are required to follow these sample plans for their fieldwork.

Airports are required to collect a minimum of 350 responses per quarter to ensure a representative sample, although most survey considerably more.

In order to guarantee the accuracy and comparability of the survey results and help participants improve their sampling, each airport’s sample is analysed and verified every quarter to ensure that it follows its ASQS sampling plan.

Additionally, participating airports are randomly selected for fieldwork checks throughout the year in order to verify that they comply with ASQ Survey fieldwork guidelines and that the ASQS results can be fully relied upon.

Distributed 30-45 minutes prior to departure, the questionnaire is completed by the passenger and handed back at the point of distribution. For various reasons (e.g., security regulations), many ASQ Survey airports conduct their own fieldwork. However, the preferred option is for airports to outsource the fieldwork. If required, DKMA can help you to find a fieldwork agent.

The fieldwork methodology is very simple:

- Questionnaires are distributed at the gate according to the sample plan
- Passengers complete a questionnaires
- Fieldwork agents collect all completed questionnaires
- The airport returns completed questionnaires to the ASQ team

Sample

In order to achieve a sample size which is adequate for detailed comparisons, each participating airport distributes a number of questionnaires sufficient to ensure that a minimum of 1,400 are returned each year (approximately 350 per quarter).

If an airport needs the ability to drill down in more detail (e.g., per terminal or international vs domestic), the sample size is increased. Airports can choose how much additional sample size they need for their analysis, with a minimum of 100 additional sample per quarter. Larger airports usually treat each individual terminal as a separate airport and adjust their sample sizes accordingly.

Fieldwork

Each airport participating in the programme agrees on a sampling plan with the ASQ team. This ensures that sampling is consistent for all participants and is representative of each airport’s traffic mix.

The airport arranges distribution of self-completion questionnaires to departing passengers (scheduled and charter), after they have passed through immigration and security control, or when the passengers are in the gate lounges waiting to board.

Questionnaire

Airports can choose to have a combination of questionnaires from the following languages: Arabic, Chinese (Simplified), Chinese (Traditional), Danish, Dutch, English, Finnish, French, German, Greek, Hebrew, Hindi, Hungarian, Icelandic, Italian, Japanese, Korean, Malay, Norwegian, Polish, Portuguese, Russian, Spanish (European), Spanish (Central American), Swahili, Swedish, Thai and Turkish. If your local language is not covered, then questionnaires can be translated accordingly.

At the beginning of each calendar quarter, airports receive a supply of ASQ questionnaires for the full quarter’s fieldwork. The number of questionnaires and the mix of languages is agreed in advance and can be updated throughout the year.

The base questionnaire can be increased with additional questions covering items of importance to the airports, such as Duty Free. However, the results of these additional questions are not shared with other airports; only questions from the base questionnaire are shared.
Scope of ASQ Survey

ASQ Survey is based on a questionnaire specifically designed to cover the complete airport experience on the day of travel.

Passengers are asked to rate their departure airport across 34 service elements which are grouped to reflect the travellers’ journey through the airport.

Passenger demographic data and pertinent trip information is collected in order to help understand customer profiles and allow further analysis of the data. The information collected includes nationality, country of origin, gender, age group as well as the traveller’s profile such as the reason for travelling or the number of flights in the past 12 months.

A number of passengers are randomly recontacted for quality control purposes and to ensure that the passenger profile data collected by ASQ Survey is reliable and accurate.

The questionnaire is reviewed and updated every year with the input of all participants during the annual ASQ Airport Forums. This close co-operation with participating airports ensures that the ASQ Survey questionnaire is up-to-date and reflects the actual passenger experience at airports worldwide.

Items rated in the ASQ Survey questionnaire

Access
- Ground transportation to / from airport
- Availability of parking facilities
- Value for money of parking facilities
- Availability of baggage carts / trolleys

Check-in
- Waiting time at check-in queue / line
- Efficiency of check-in staff
- Courtesy & helpfulness of check-in staff

Passport / personal ID control
- Waiting time at passport / personal ID inspection
- Courtesy & helpfulness of inspection staff

Security
- Courtesy & helpfulness of security staff
- Thoroughness of security inspection
- Waiting time at security inspection
- Feeling of being safe and secure

Finding your way
- Ease of finding your way through the airport
- Flight information screens
- Walking distance inside the terminal
- Ease of making connections with other flights

Airport facilities
- Courtesy, helpfulness of airport staff
- Restaurant / eating facilities
- Value for money of restaurant / eating facilities
- Availability of bank / ATM facilities
- Shopping facilities
- Value for money of shopping facilities
- Internet access / Wi-fi
- Business / executive lounges
- Availability of washrooms / toilets
- Cleanliness of washrooms / toilets
- Comfort of waiting / gate areas

Arrivals services
- Passport / personal ID inspection
- Speed of baggage delivery service
- Customs inspection

Airport environment
- Cleanliness of airport terminal
- Ambience of the airport

OVERALL SATISFACTION WITH THE AIRPORT
Deliverables / Reports

ASQ Survey’s specially designed reporting tools and pragmatic, insightful analysis are delivered within weeks of the end of each quarter, giving participants quick access to the information they require for operational and strategic decision-making.

ASQ Survey reports analyse performance for all airports across all 34 service elements and travel profiles as well as demographic and connecting passenger profiles.

The analytical tools and techniques used are designed to enable participants to:

- Put your service performance in perspective
- Gain better knowledge of passengers in order to provide the appropriate level of service
- Monitor service improvement over time
- Create custom analysis that suits your needs

Participating airports receive the full set of detailed reports and analysis each quarter, as well as at the end of a calendar year, i.e., in a full year of participation, an airport will receive five sets of deliverables.

Management summary

The summary is an interactive file allowing airports to create tailored reports showing ASQ results for selected airports. The management summary is available 3 weeks after the end of each quarter giving quick access to ASQ results.

Core report

The report includes graphs and tables covering all service items and demographics for all participating airports. Participants also receive a report comparing performance for all items for panel of airports of their own choice.

Prioritisation analysis

This analysis shows the relative importance of each factor and indicates the relative urgency of any issues. This analysis is available at the end of the year based on annual data.

The ASQ Data Centre

This highly flexible, custom-designed analysis tool allows users to run their own analysis of the service items, looking at performance over time, split by any of the available dimensions and for any participating airports. The Data Centre also allows users to conduct satisfaction gap analysis, which looks at the differences between the scores of an airport vs another airport or group of airports. In-built statistical T-tests show whether these differences are statistically significant.

Tables in Excel

The cross-tab tables prepared for the core report are available in Excel format as well. This is useful for those who want to create graphs linked to the tables or those who want to use the data directly from the spreadsheet.

Raw data in SPSS / Excel formats

This is the full set of raw data in SPSS format. Each row of data represents responses from the individual passenger and each column is one question. To read this file you will need to purchase SPSS (or another statistical software package). Using SPSS, you can create tables to suit your precise needs.
Sample Report

Designed to provide a clear overview of the results, the ASQ Survey quarterly report has four parts:

- Benchmark graphs
- Passenger demographics
- Time series charts
- Data tables

Benchmark graphs

Graphical overview of the performance of each individual airport for all service items covered by the survey, both for international and domestic passengers. The ASQ Survey benchmark graphs enable participants to put their service rating into perspective by comparing their performance with all other participating airports.

Passenger demographics

In order to understand what is important to different types of passengers and provide the level of service which is adapted to each passenger’s needs, it is important to understand the perceptions of different groups of travellers. ASQ Survey demographic data provides participants with an overview of how their different passenger types compare to the ASQ average.

Time series charts

The time series charts provided by ASQ Survey are a key element of continual service improvement programmes at airports. These charts show the evolution of your airport’s score for all service items over the previous 4 quarters, enabling management to monitor service performance over time.

Data tables

The ASQ data tables give participants access to the complete ASQ results of all airports for all service items and demographic profiles, including regional averages. The data tables are provided in Excel and PDF formats which is useful for those wanting to create graphs linked to the tables or who want to lift off the data directly from the spreadsheet.

The ASQS report is provided in PDF and Powerpoint formats enabling participants to quickly lift off key charts for their management presentations.
Optional Analysis Tools & Reports

To assist airports in maximising the potential of the information provided by ASQ Survey, we have designed a series of optional data analysis tools and reports.

Understanding your airport’s performance by terminal or airline is the first step in analysing data provided by ASQ Regional. The ASQ Digital Dashboard is an easy to read data analysis tool highlighting performance levels in different areas of your airport and designed specifically for senior management.

With a good overview of the performance of your airport, you can then identify areas requiring immediate attention and plan in the medium-to-long term for service excellence. By indicating the importance of each factor to overall satisfaction, the Prioritisation Analysis provides airport management with concise, actionable insight into areas requiring immediate attention.

The ASQS Key Driver Report is the final step of the analysis. The report identifies and examines “leading” indicators or forecasts of how customer satisfaction drivers change over time and hence how improvements in customer service are likely to affect customer satisfaction in the medium to long term.

ASQ Survey Digital Dashboard

The ASQ Dashboard is a custom designed interactive tool providing airports with an overview of key ASQS results at a terminal / gate and airline level. The Dashboard is specifically designed to enable a more detailed analysis of ASQ Survey results and a quick identification of areas of the airport needing attention.

ASQ Survey Key Driver Report

Understanding the likely evolution of each factor measured in ASQ can be vital in terms of developing a sustainable and cost-effective improvement in customer satisfaction.

The ASQS Key Driver report is a detailed analysis of the airport’s performance providing insight into the factors driving passenger satisfaction in the medium / long term.

The Key Driver report provides airports with an in-depth analysis of their performance by demographic profile, airline and nationality, as well as an overview of which service items or factors can be expected to drive passenger satisfaction over time.

ASQ Management Presentation

For those airports wishing to further promote the importance of customer satisfaction within their management and staff, a detailed presentation customised for your airport on the basis of the annual results can be arranged.

The presentation is given by DKMA Research Directors at your airport and highlights the actual status of passenger satisfaction at your airport as well as issues for the next operational year.
ASQ is an ACI initiative on behalf of the airport industry worldwide to help airport operators improve customer service and understand passenger satisfaction levels.

For those airports that prefer not to run a continuous passenger satisfaction survey, ASQ Unique and ASQ Regional have been developed. These subsidiary programmes are comparable with the main programme but require less investment.

ASQ Unique is a one-off survey for airports wanting an introduction to ASQ before joining the main survey or the regional airport programme. ASQ Unique can be conducted at a time of the airport’s choosing and allows airports to benefit from the techniques and methodologies used in the world’s most advanced airports without requiring a significant investment.

ASQ Regional is a benchmarking programme especially designed for airports with less than 2 million passengers per year. ASQ Regional was developed from the wider programme to correspond to the size and budget of regional airports and is fully compatible with the core ASQ programme.

ASQ Focus was designed as the next logical step after ASQS, providing in-depth analysis of issues outlined by the main benchmark programme. While ASQ Survey identifies services and areas to be improved it does not provide insight into the reasons for poor performance. ASQ Focus aims to identify the root causes and potential solutions or actions required to resolve issues raised by the main ASQ survey.

As each airport is different, ASQ Focus provides customised research designed exclusively for your airport. In this way, we are able to provide actionable, real world solutions which are adapted to individual airport’s needs.
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For further information please see www.aci.aero.

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