Seatac Airport uses Measured Experience's Customer Feedback System To Make Data Driven Decisions To Improve Customer Satisfaction

About Seatac Airport

As the nation's 15th busiest airport, SeaTac airport transports over 34 million air passengers each year. Of the 35 million passengers, 3.5 million travel internationally.

The Problem

For international flights there was confusion regarding where to go after deplaning. Passengers had to decide which one of three ways to travel once off the airplane. The confusing choice of direction was made in a small, congested area. Accordingly, a significant percentage of passengers were choosing the wrong direction. Not a fun time, especially after a long international flight! Because of this problem, SeaTac management decided to take corrective changes to alleviate this confusion and inconvenience.

Available Solutions to Fix the Problem

Two alterations took place to help passengers:

1) Replaced the standard tape barriers with panels that visually delineated two paths: First, the proper direction to access the ticket counters and TSA checkpoint, and second, the proper direction to exit the airport.

2) The second change was to add directional signs that more clearly directed passengers to the correct path.

The Plan To Measure Customer Experience

SeaTac needed to find a good method and plan to measure if the alterations had a positive, negative or neutral impact, and to learn if additional changes were needed. The only real way to learn this information was by getting customers feedback.

The Method to Receiving the Customers Feedback

Introducing Measured Experience (MX). We provided SeaTac hardware and software tools to measure the impact of each of the two available changes, so Seatac would know if the corrective actions helped customers from getting lost. The initial step was to measure the customers experience before the changes took place to establish a baseline of customer satisfaction. The next step was to measure customer experience after the changes.

Testing Approaches

First was the **Portable Approach** where workers randomly-selected passengers and asked them to participate in the survey using iPad's with Measured Experience's software. Passengers who agreed were interviewed and the survey worker entered their responses using the portable tablet.

Second was the **Kiosk Approach:** Tablets were left in kiosk stands located in public areas and passing travelers voluntarily completed the survey questions.

These tests were done for two weeks before the changes were made to establish a baseline, and then the tests were done again after the changes. The results were then compared to determine if the changes helped.

One of the many results from the surveys showed that the highest ratings of 82% were achieved by adding both signs and panels. Adding stanchions received positive ratings, and the impact was measurable. The port **realized for better impact they needed to add more Panels and Signs**, since the impact was only little.
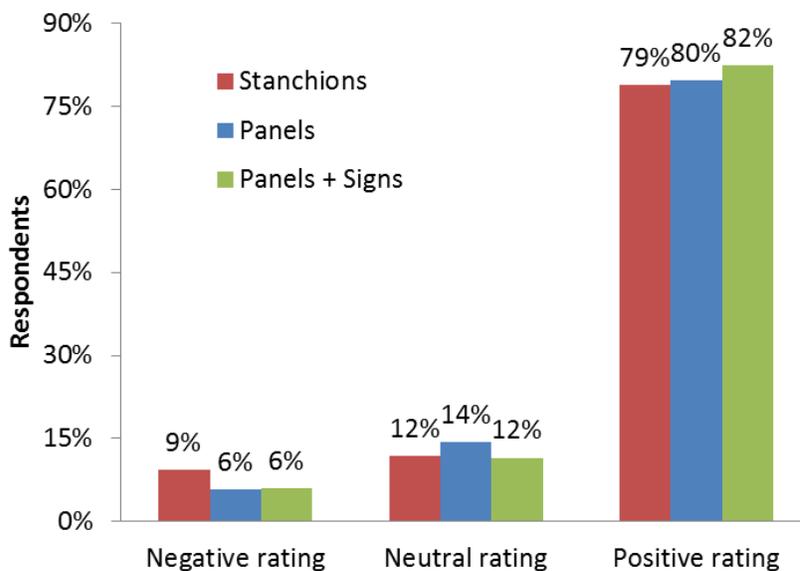
Conclusion:

Feedback systems are needed by all companies, whether they are privately held or a public entity. Based on the positive customer feedback from Measured Experience's turnkey solutions, SeaTac kept the new arrangement of panels and signs at the exit from customs, thus greatly reducing confusion for international travelers.

How might Measured Experiences Customer Feedback system help you?

Stop spending significant time,money, and energy making changes to your company's business, hoping your changes work? Start using tools from Measured Experience, so you know exactly how changes impact your business, and if further changes are needed.