

## Department of Port Control

Ordinance No.: 1275-2023

### Executive Summary

The Department of Port Control (“Department”) is requesting authority to enter into a professional services contract with Airports Council International (ACI), to provide the Air Service Quality (ASQ) Departure Survey services for the Department of Port Control, for a period of one year, with three (3) one-year options to renew, exercisable by the Director of Port Control.

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#### **Background/Purpose:**

The Department of Port Control (“Department”) is requesting authority to enter into a professional services contract with Airports Council International (ACI), to provide Air Service Quality (ASQ) Departure Survey services for the Department of Port Control, for a period of one year, with three (3) one-year options to renew, exercisable by the Director of Port Control.

The purpose and benefits of implementing the ACI ASQ Departure Survey are many, with all aimed to provide insight and guidance on customer experience, which in turn impacts CLE ratings and revenue.

- For CLE passengers –
  - An elevated brand service, in asking for their input and showing concern
  - Investment in customers’ feedback promotes loyalty and return to CLE
- For CLE –
  - Provides data and solutions to enhance customer satisfaction and increase non-aeronautical income
  - Assists in optimizing initiatives and identifying where to invest financial and human resources
  - Establishes serve targets – creating realistic goals and incentives to motivate all CLE employees and teams
  - Sets and monitors targets and service level agreements with key stakeholders
  - Helps gain support with regulators through up-to-date analysis
  - Provides benchmarking of the results for internal improvements and for comparison against airports across the globe from different sizes
  - Explores the passengers’ overall experience and emotional state, so CLE can better adjust to these needs. (Includes customer overall

satisfaction of the journey as well as the satisfaction for more than 30 key touchpoints; this includes a series of behavioral and demographic questions to better understand the specific needs and expectations of travelers.)

This survey:

- Provides a “real time” survey, while respondents have lived the airport experience and it is fresh in their mind
- Ensures samples are representative of the true distribution of traffic
- ACI ASQ methodology allows the extrapolation of results to all passengers
- Creates benchmarking opportunities
- Provides factual data for investment decisions – helps prioritize investments
- Ongoing surveys over four (4) quarters allows feedback on experiences that may have changed/improved and can also gather information from customers over several experiences at CLE

**Scope:**

Surveys would take place throughout 2024 on a quarterly basis, on a schedule pre-set by the ACI. In this survey, passengers are randomly selected at the boarding gate of selected flights. Flights are selected based on the destination and carriers, in order to obtain a representative sample of all departures. The survey covers all operating hours, each day of the week, and every month of each quarter.

Deliverables include:

- Timelines for information gathering and report publication
- ACI ASQ developed questions based on best practices in the aviation industry
- Training for individuals selected to conduct the ACI ASQ survey
- An overview that provides the airport’s performance at a glance
- And in-depth analysis of the passenger satisfaction at each step of their journey
- A benchmarking of airport performance individually, and against other airport competition
- Insights regarding passenger profiles, related to demographics, travel behavior and travel profiles
- A gap analysis that compares customer satisfaction with emotion scores between groups of passengers
- Customized analysis of responses with the ability for the airport to create their own reports using selected variables
- The ASQ Comprehensive Insight Report:

- Provides key and detailed results
- Offers industry best practices recommendations and action planning for each of the determinants
- A customized presentation to executive team with results/action plan

**Justification/Urgency:**

The ACI ASQ Departures Survey will provide quarterly data over the course of the year related to service and quality that is not available through any other survey. This is true because the survey is designed by the ACI, a well-respected organization in the aviation industry that is the only organization to offer customer service accreditation ratings to airports. The ACI ASQ is also assesses passenger-related data not available from other surveys, in that data is collected quarterly, and includes information such as demographics, travel behavior and travel profile. Also important to this survey's uniqueness is that it analyzes customer satisfaction when paired with emotional aspects of travel.

The survey is comprehensive and covers in-depth aspects of customer satisfaction not available through any other service, and includes the following:

- Ease of getting to the airport
- Signage to access terminal
- Value for money of the selected mode of transportation (including parking facilities)
- Ease of finding the check-in area
- Waiting time at check-in, including baggage drop if applicable
- Courtesy and helpfulness of security screening staff
- Waiting time at border/passport control, if applicable
- Courtesy and helpfulness of border/passport control staff, if applicable
- Review of restaurants, bars, cafes
- Value for money of restaurants, bars, cafes
- Review of retail shops
- Value for money of retail shops
- Courtesy and helpfulness of dining and shopping staff
- Comfort of waiting at gate areas
- Availability of seating
- Ease of way-finding
- Availability of flight information (gate/time)
- Walking distance inside the terminal
- Ease of making connections with other flights
- Courtesy and helpfulness of airport staff (information and maintenance staff)
- Wi-Fi service quality
- Availability of charging stations
- Entertainment and leisure options

- Availability of washrooms
- Cleanliness of washrooms
- Impression of health and safety measures
- Impression of cleanliness
- Impression of ambiance
- Additional pre-determined questions related to: other facilities, such as prayer rooms, smoking rooms, work stations, business lounges etc; comfort, such as lighting, noise, layout; environment and sustainability efforts by the airport; family, such as changing stations; play areas, accessibility etc.

These combined aspects of the survey provide key opportunities for identifying and improving the travel experience for all customers.

Furthermore, historically, CLE has participated in this survey in previous years, but there has been a gap in collecting and analyzing this data since 2019 - CLE's last year of participation. Given CLE's new leadership charged with leading the Department forward in making CLE an airport of choice, and implementing the Terminal Modernization Development Program, the data and benchmarking collected from this survey will be essential to improving customer perceptions and satisfaction, as well as providing guidance as CLE prepares for physical changes to the airport.

**Anticipated Cost:**

Year 1 Cost \$18,550.00

Year 2 Cost \$18,550.00

Year 3 Cost \$18,550.00

Year 4 Cost \$18,550.00

**Schedule or Term of Contract:**

One year, with three (3) one-year options to renew, exercisable by the Director of Port Control.