

Department of Port Control

Ordinance No.: 1079-17

Marketing and Air Service
Development

EXECUTIVE SUMMARY

The Department of Port Control is requesting authority to enter into one or more professional service consultants to provide customer service satisfaction surveys, data collection and reporting, for a period of one year, with three one-year options to renew, the second of which would require additional legislative authority.

Background/Purpose:

The Department of Port Control (“Department”) relies on its surveying tool to gather information from our customer base and make organizational decisions accordingly. The data collected from the surveys is analyzed and processed through the ACI/Airport Service Quality program (“ASQ Program”) as a foundational element of the airports Strategic Customer Service program. The analysis of the information the program provides allows the Department to benchmark its performance against other airports. This information is integral to the work the Department is doing to establish on-going overall airport and department-wide performance metrics and continuous improvement projects. Without the ability to survey traveling customers would be detrimental to the successful operation of Cleveland Hopkins International Airport.

Scope of Work:

The scope of work includes conducting regular customer intercepts and other related services, including but not limited to, collecting and organizing data quarterly, the ability to transition the completed and unmarked surveys to the next phase of the process. Once this is completed, the information is then sent to sources for analytical review and vetting. Information received assists the Department in analyzing how well it meets passenger expectations; how effectively it responds to passenger needs and how it measures up to other airports on a regional, national, and international basis.

Surveying passengers will provide an analysis of key drivers for the industry. This data provides the Department with a comprehensive overview of where Cleveland Hopkins International Airport stands in relation to the competition.

Justification/Urgency:

Accessing customer satisfaction through surveying is a tool to assist in determining organizational opportunities. Seeking an organization that has the knowledge, skills and abilities to interact with the traveling passengers of Cleveland Hopkins International Airport and collect data.

The Department relies on this program as a foundational element of its Customer Service program. The data collection allows the Department to better compete in the national and global arenas.

Anticipated Cost:

The anticipated cost for these services is approximately \$18,000 per year.

Schedule or Term of Contract:

One year with three one-year options for renewal. The second of the one year options to renew shall require additional legislative authority.

Current Vendors/Contracts:

N/A