

The background of the slide is a blue-tinted image of an airport terminal. In the foreground, the silhouettes of several people are visible, some standing and some walking. In the background, through large glass windows, several airplanes are parked at gates, and one is in flight in the sky. The overall scene is a busy airport environment.

CUSTOMER EXPERIENCE TO ACHIEVE SERVICE EXCELLENCE

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Definisi “CUSTOMER EXPERIENCE”...

Keseluruhan dari apa yang dialami pelanggan terhadap semua layanan yang diberikan perusahaan, yang dinilai pelanggan berdasarkan standar, harapan, dan persepsi pribadi mereka.

“Customers Remember Experiences, Not Your Brand Logo” – Martin Zilling

Peringkat Bandara Terbesar di Dunia...

WORLD RANK	AIRPORT	INTERNATIONAL PASSENGERS (000s)	PERCENT OF TOTAL PASSENGERS
1	Dubai	69,954	99%
2	London Heathrow	68,091	93%
3	Hong Kong	62,901	100%
4	Paris Charles De Gaulle	58,627	92%
5	Amsterdam Schiphol	54,941	100%
6	Singapore Changi	53,289	99%
7	Frankfurt	52,713	88%
8	Seoul Incheon	44,906	99%
9	Istanbul Ataturk	38,037	67%
10	Bangkok Suvarnabhumi	37,183	80%
11	Taipei	35,402	99%
12	London Gatwick	34,438	90%
13	Kuala Lumpur	34,437	70%
14	Munich	30,247	76%
15	Madrid Barajas	29,618	71%
16	Tokyo Narita	29,591	83%
17	New York Kennedy	28,248	53%
18	Barcelona	27,246	73%
19	Rome Fiumicino	26,841	70%
20	Doha	21,163	80%

Derived from ACI and individual airport reports.

Bandara “5-Star” di Dunia

ASIA PACIFIC	EUROPE
Hong Kong	Munich
Seoul Incheon	
Singapore Changi	
Tokyo Haneda	

Versi Skytrax, Survey OL Mid-2015,

- Dipilih sebagai “5-Star” secara Online oleh 13 juta Penumpang di seluruh dunia pada Mid-2015.
- Dipilih berdasarkan Reputasi “Outstanding” Bandara dalam hal “Customer Service” yang ekstensif:

Source: <http://www.airlinequality.com/ratings/5-star-airport-ratings/>.

Apa yang paling diharapkan Pengguna Airport?

Ekspektasi Passengers	Global Passengers Ranking
Waktu Tunggu saat Check-In	1
Informasi Jelas Tak Bingung	2
Kebersihan Toilets / Restroom	3
Wifi Cepat dan Free	4
Waktu Antrian di Security	5
Suasana Nyaman dan Aman	6
Kenyamanan di Area Gate	7
Ketersediaan Toilets	8
Keramahan Petugas Airport	9
Keramahan Petugas Keamanan	10

Bila diringkas, ada 3 hal penting yang diinginkan Customer di Bandara:

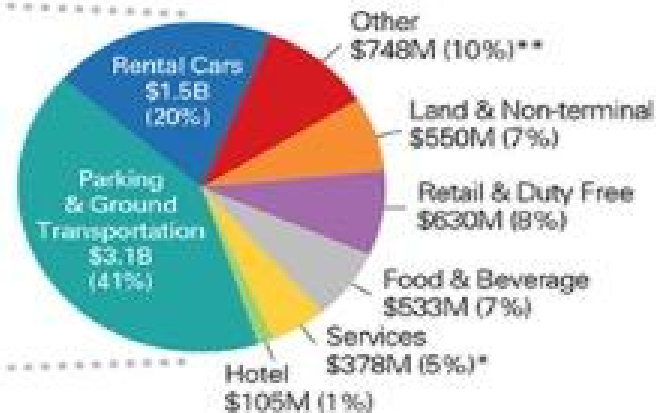
- **Hassle Free:** Bebas “Ribet” di semua proses.
- **Stress Free:** Bebas Stress di setiap situasi
- **Luggage Safe:** Bebas Kehilangan/Kerusakan

Mengapa CUSTOMER EXPERIENCE Penting?

Total Operating Revenues \$16.87B



Total Non-aeronautical Revenues \$7.56B



Sumber: Vinit Doshi, ASCEND, Issue No.3, 2016,
www.ascendforairline.com

* Includes revenues for services such as telecommunications, Internet access, advertising, barbershops, shoeshine stands and spas.

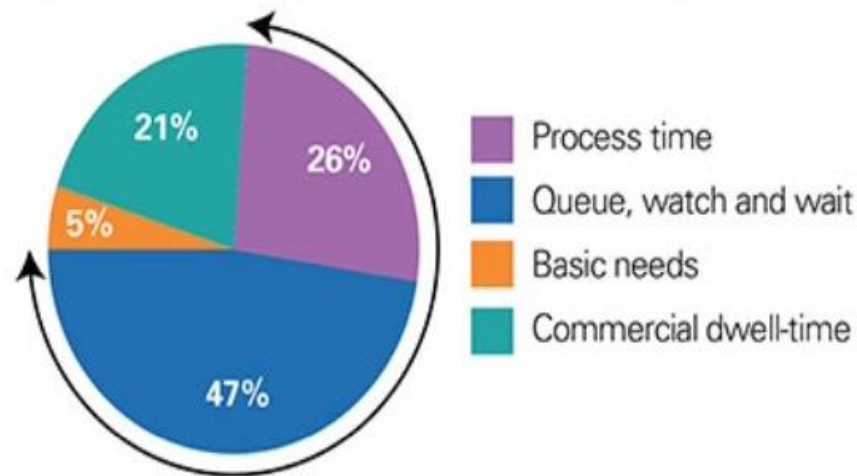
** All other non-aeronautical operating revenues earned from the non-aeronautical use of the airport

Karena Trend Revenue Airport dunia berubah, dari revenue Aeronautical ke lebih dari 40% revenue berasal dari sumber Non-Aeronautical. CUSTOMER EXPERIENCE Meningkatkan REVENUE Non-Aeronautical.

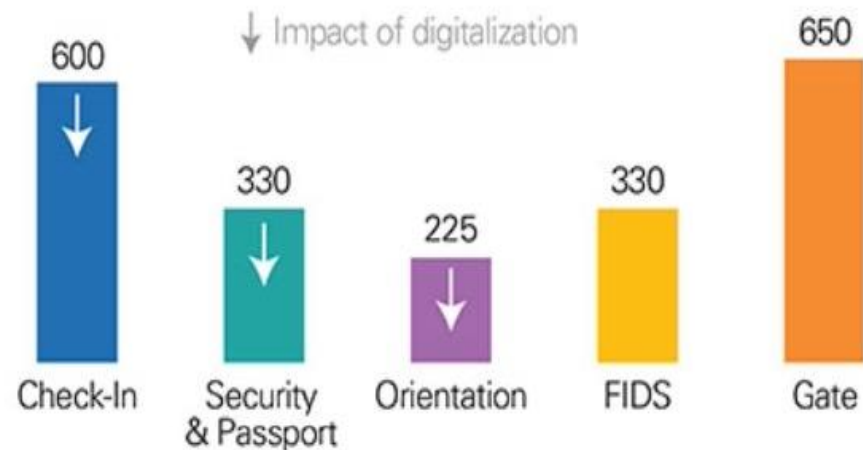
“Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves.” Steve Jobs

Peluang Perbaikan CUSTOMER EXPERIENCES...

Split Of Passenger Dwell Time At Airports



Amount Of Time Lost At Airports (Hours In Billions)



Source: Dolby & Holder, Arthur D. Little projects

- Jika “Dwell Time” Berhasil Dipercepat (“Time Lost” Berkurang), maka “Spare-Time” Bertambah dan “Customer Spending” di Bandara Meningkat.
- Menurut Studi, Setiap 1 jam Penambahan “Spare Time” berkorelasi terhadap Penambahan “Customer Spending” Rp30 ribu s.d. Rp100 ribu per Penumpang.

Customers don't expect you to be perfect. They do expect you to fix things when they go wrong. ~ Donald Porter

Sumber: Arthur D. Little –Introduction to the Economics of Digital Airports–May 2015

Contoh CUSTOMER EXPERIENCE di Industri Lain...

- Cerita FOUR SEASONS HOTEL: Serasa di Rumah Sendiri.
- Cerita SINGAPORE AIRLINE: Sentuhan Pribadi bagi VIP.
- Cerita RIMOWA: Mengganti Tas Baru tanpa Ragu.
- Cerita WESTPAC BANK: Empat Transaksi di Satu Kursi.
- Cerita APPLE STORE: Satu Staff untuk Semua Solusi.

You'll never have a product or price advantage again. They can be easily duplicated, but a strong customer service culture can't be copied. ~ Jerry Fritz,

Thank You