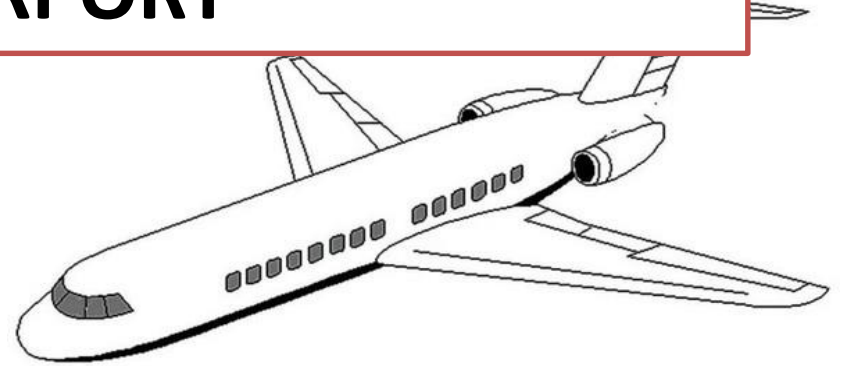


GROUND HANDLING AT THE AIRPORT



Future of the ground handling – particularly
'passenger of the future'

Agnieszka Wilczyńska, Ph.D.

War Studies University

contact: a.wilczynska@akademia.mil.pl

„Future of the ground handling – particularly „passenger of the future”

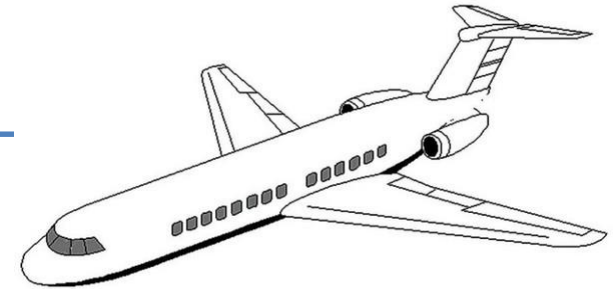
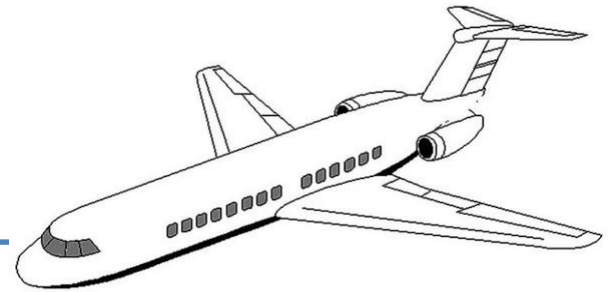


Table of contents:

1. Introduction task to the topic („brainstorming”);
2. Passenger characteristic – today and tomorrow (conclusions from „Analysis of passenger traffic in Polish airports in the fourth quarter of the year 2016”);
3. Passenger experience based on an annual review of IATA (June 2017);
4. Main directions for improving ground handling in the future (general assumptions);

„Future of the ground handling – particularly
„passenger of the future”



1. Introduction task to the topic („brainstorm”);

„Future of the ground handling – particularly „passenger of the future”

Introduction task to the topic:

1. How often do you travel by plane?

- very rarely
- rarely
- often
- very often

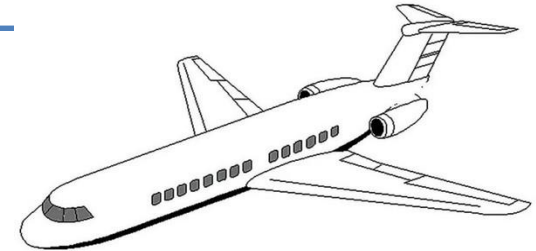
2. What is the most common purpose of your air travel?

- business trip
- tourist trip
- to visit family
- ... (other, give an example)

3. What are your expectations for the air travel?

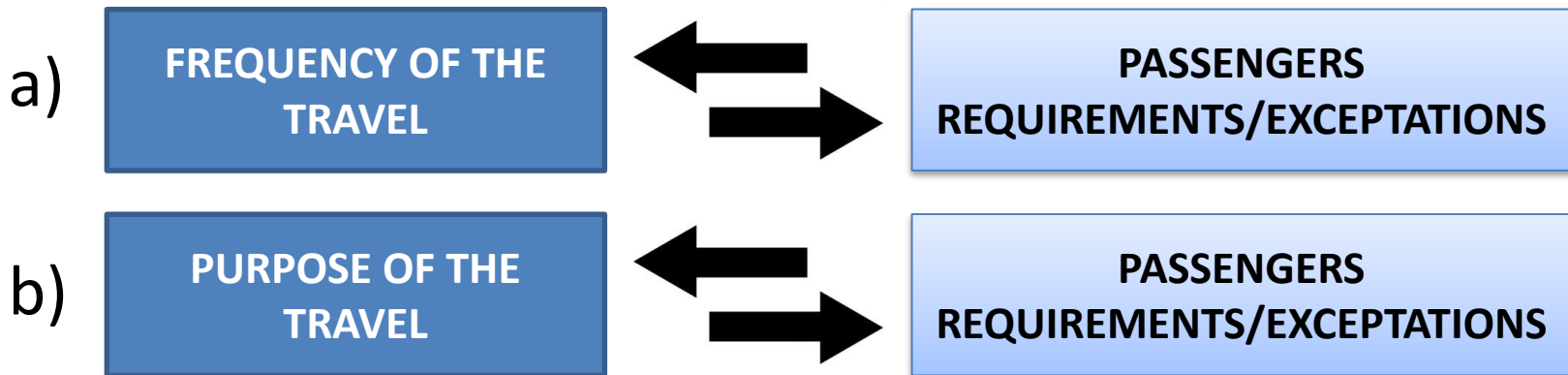
(point three the most important answers)

- ...
- ...
- ...



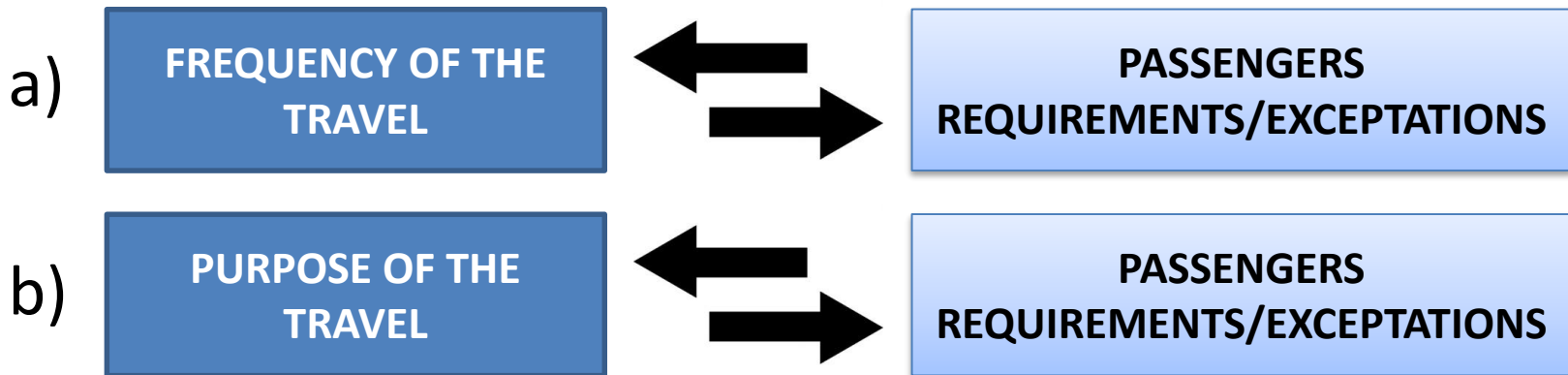
„Future of the ground handling – particularly „passenger of the future”

Is there any relationship between:



„Future of the ground handling – particularly „passenger of the future”

Is there any relationship between:



Consider:

The basis of all listed relationships is price of the ticket.

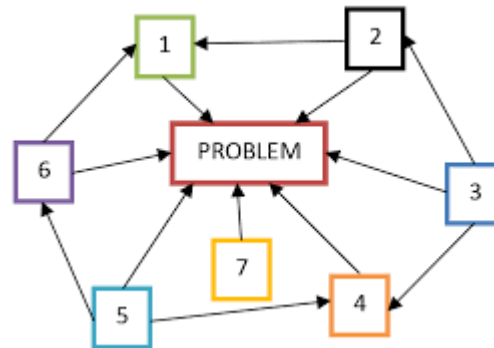
Dependences:

Ground service is the most important activity for airlines at the airport:

- ❑ it affects the cost of servicing the aircraft;
- ❑ and related time.

Ground handling agent has an influence on:

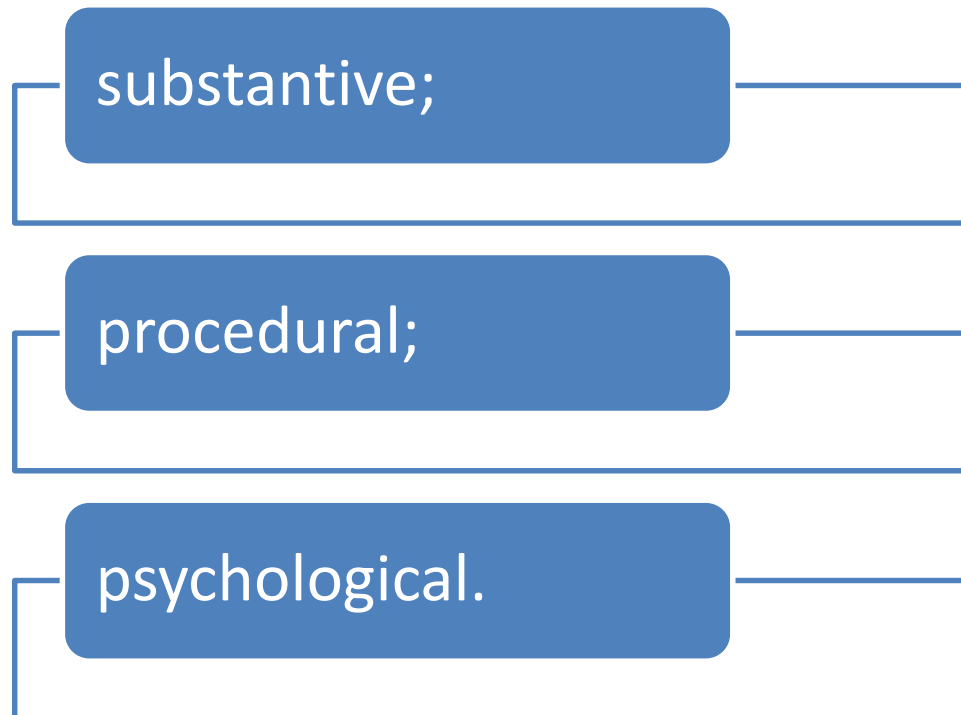
- ❑ quality of ground handling;
- ❑ ground handling time.



PASSENGER SATISFACTION

How can we measure customer satisfaction?

Customer satisfaction depends on the level of fulfillment of their needs on three levels:



- *Customer satisfaction factors (general)*
 - Based on: www.clintservice.pl

How can we measure customer satisfaction?

Customer satisfaction factors (general)

Based on: www.clintservice.pl

Customer satisfaction depends on the level of fulfillment of their needs on three levels:

substantive;

• refers to the professional advice;

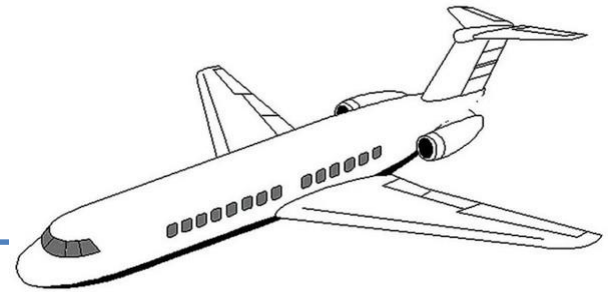
procedural;

• refers to the way (and time) of the client's needs;

psychological;

• refers to the treatment of customers;

„Future of the ground handling – particularly „passenger of the future”



2. Passenger characteristic – today and tomorrow (conclusions from „Analysis of passenger traffic in Polish airports in the fourth quarter of the year 2016”);

„Future of the ground handling – particularly „passenger of the future”

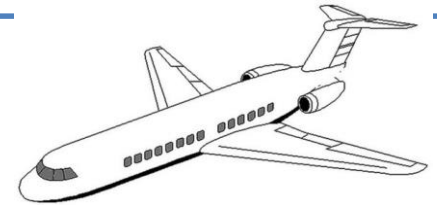
Ruzliana Fazila Kamarudin, Human Resource Services, Malaysia Airports Holdings Berhad:

„Managing Customer Expectation for Passenger Service at Airport”

Passengers’ behaviour and expectations
of the airport experience depend highly

on:

- ✓ the type of traveller – demographic characteristics (i.e. gender, age group, income, the composition of the group);
- ✓ purpose of trip (i.e. leisure, business);
- ✓ their circumstances.



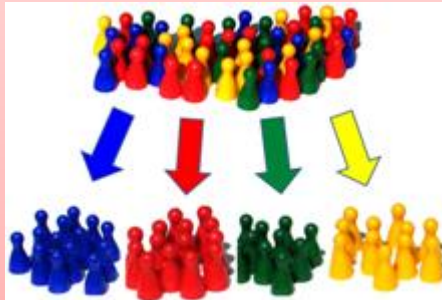
□ Source:Fodness D. and Murray B. (2005), „Passengers’ expectations of airport service quality”

„Future of the ground handling – particularly „passenger of the future”

Ruzliana Fazila Kamarudin, Human Resource Services, Malaysia Airports Holdings Berhad:
„Managing Customer Expectation for Passenger Service at Airport”

Formation of air services is based
on **passenger segmentation.**

„(...) In managing the customer service, airport management must identify the target groups to better understand the key elements that have the greatest impact on meeting the expectations and needs. Traditionally, the airports’ customers were defined as airlines and passengers as customers of the airlines”.



Source:

Francis, G., Humphreys, I., and Ison, S. (2004) *Airports perspectives on the growth of low cost airlines and the remodelling of the airport-airline relationship*

„Future of the ground handling – particularly „passenger of the future“

PASSENGER CHARACTERISTIC – TODAY AND TOMORROW

- ✓ independent;
- ✓ they always want to be well informed;
- ✓ they like the ability to self-service;



- ✓ they have higher expectations for the product and service;
- ✓ they expect transport without pauses and delays
- ✓ ...

„Future of the ground handling – particularly „passenger of the future”

Statistics and Analysis of Air Transport Market in Poland - Polish market analysis
Review: Statistic and Anaysis Division, CIVIL AVIATION AUTHORITY

„ANALYSIS OF PASSANGER TRAFFIC IN POLISH AIRPORTS IN THE FOURTH QUARTER OF THE YEAR 2016”

- In 2016 Polish airports serviced nearly 34 million passengers;
- The results of Polish airports should be considered as a good;
- The high score was mainly results of the activity:
 - ✓ Ryanair,
 - ✓ Wizzair,
 - ✓ PLL LOT.

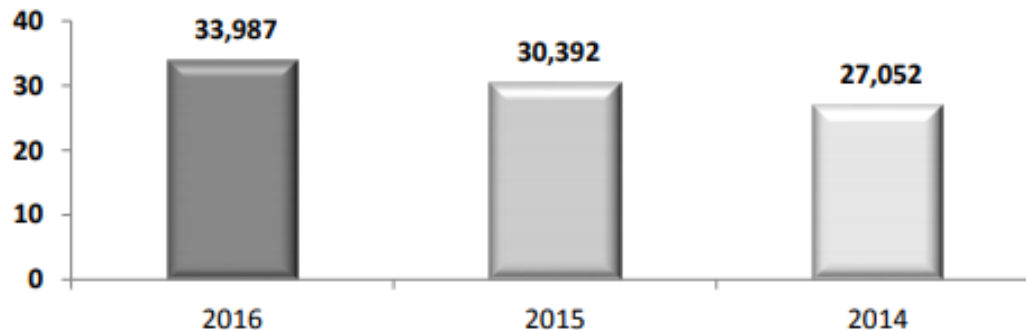


Chart 1:
**„Number of passengers
(million)”**

Source: „Analysis of passenger traffic in Polish airports in the fourth quartier of the year 2016”, ULC.

„Future of the ground handling – particularly „passenger of the future”

Statistics and Analysis of Air Transport Market in Poland - Polish market analysis Review: Statistic and Anaysis Division, CIVIL AVIATION AUTHORITY

„ANALYSIS OF PASSANGER TRAFFIC IN POLISH AIRPORTS IN THE FOURTH QUARTER OF THE YEAR 2016”

- ❑ 2016 was a record year for Warsaw Chopin Airport (an absolute historical record of the airport); more than 12,8 million passengers were handled at Chopin Airport throughout 2016;
- ❑ 2017 also promises to be very optimistic: airlines have already announced the launch of 14 new routes, including connections to Newark and Los Angeles in the USA (LOT), Kiev, Nice, Vilnius (Wizzair) and Szczecin (Ryanair). Several other interesting directions are waiting for the official announcement.

Source: www.lotnisko-chopina.pl

Nazwa Portu	cały rok			dynamika	
	2016	2015	2014	2016/2015	2016/2014
I. Chopina w Warszawie					
Liczba pasażerów	12 795 356	11 186 688	10 574 539	14,4%	21,0%
Liczba operacji pax	138 909	124 691	121 913	11,4%	13,9%

General in 2016: **33,987 million**

Chopin Airport in 2016: **12,8 million**

„Future of the ground handling – particularly „passenger of the future”

www.lotnisko-chopina.pl

3/04/2017 – „PLL LOT opened direct air connections from Warsaw to Los Angels”

- Los Angeles – „The city of angels”**
- LAX – tourist and business potential;
- The route will be serviced by dreamlinery;

- Time:
 - WAW - LAX = about 13 hours;
 - LAX - WAW = about 11.5 hours;

- Route:
 - about 10 thousand. km;

- Fuel:
 - To overcome this distance, the aircraft will need about 70 tons of fuel;

- Staff:
 - 3 pilots, 10 cabin crew.

„Future of the ground handling – particularly „passenger of the future”

Chopin Airport – investment plans

CHARACTERISTICS

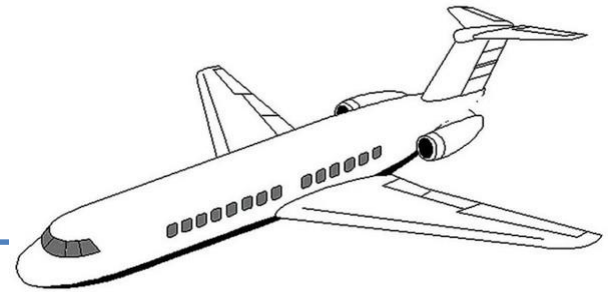
- is the largest airport in Poland with the most extensive network of air connections;
- is the base port for PLL LOT;
- is subject to the flight schedule coordination procedure;
- it is well connected with the city center.

FURTHER IDEAS FOR ACTION

- Chopin Airport carries out an expansion plan covering the airside and landside areas;
- airport expansion is carried out within the existing site;
- at the airport further investment activities are undertaken.

- Main objectives of investment activities:
- ❖ increasing operational bandwidth;
 - ❖ upgrading of passenger service standards;
 - ❖ adapting safety and airport security parameters to the changing requirements of international law.

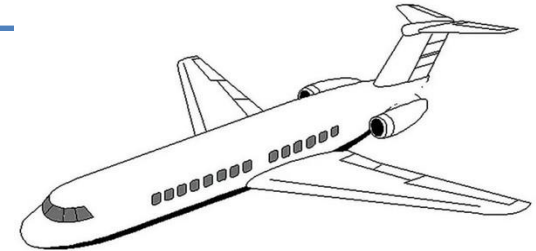
„Future of the ground handling – particularly
„passenger of the future”



3. Passenger experience based on an annual review of IATA (June 2017);

„Future of the ground handling – particularly „passenger of the future”

IATA, Annual review, June 2017 –
Passenger experience



PERSONALIZED

FAST TRAVEL

BAGGAGE

BORDER

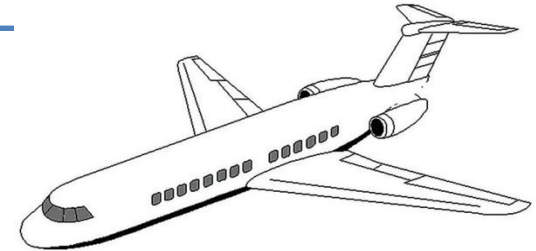
ONE ID

NDC

ONE ORDER

„Future of the ground handling – particularly „passenger of the future”

IATA, Annual review, June 2017 –
Passenger experience



PERSONALIZED

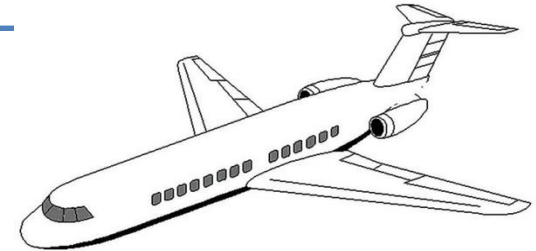
- Personalized ~ tailor-made
- „(...) Travelers want each touch point in their journey to be as a uniquely tailored, seamless, hassle free, and efficient as possible, from booking and check-in, through security, to collecting their luggage at their destination airport.”;
- the key to delivering on passenger expectations is innovation.

„Future of the ground handling – particularly „passenger of the future”

IATA, Annual review, June 2017 –

Passenger experience

PERSONALIZED



☐ StB – Simplifying the Business

SIMPLIFYING THE BUSINESS HAS THREE GOALS

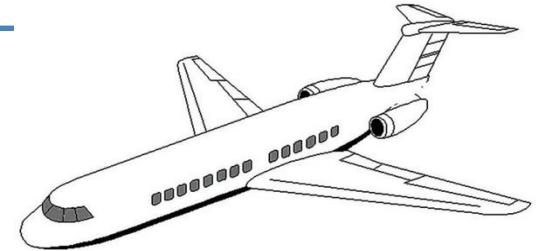
1
AIRLINE PRODUCTS
Helping airlines differentiate their products and services in all sales channels and offer customized products and services

2
REAL-TIME INTERACTION
Providing customers with trusted, accurate, real-time information from everyone involved in their journey from start to finish

3
SEAMLESS AND HASSLE-FREE FAST TRAVEL
Eliminating or optimizing processes and related wait times throughout a passenger's journey

„Future of the ground handling – particularly „passenger of the future”

IATA, Annual review, June 2017 –
Passenger experience



FAST TRAVEL

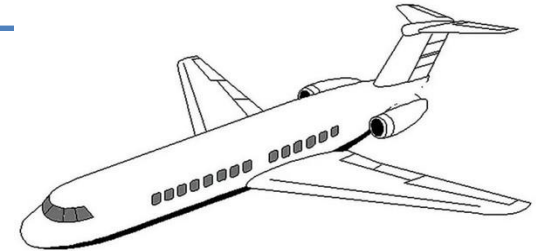
- The Fast Travel program addresses the future of travel;
- The Fast Travel is a program with:
 - ✓ more choice for passengers,
 - ✓ more control for passengers,
 - ✓ lower costs for industry (representing annual savings of up to US\$ 2.1 billion for the industry).

„Future of the ground handling – particularly „passenger of the future”

IATA, Annual review, June 2017 –

Passenger experience

FAST TRAVEL



Fast Travel provides self-service options in six areas of a passenger's airport journey:



By 2020, **80% of global** passengers will be offered a complete range of relevant Self-Service options throughout their journey to provide:

- ✓ better convenience
- ✓ reduce queues.

AL CODE	AIRLINE	% OF PASSENGERS OFFERED WITH FAST TRAVEL
LH	Deutsche Lufthansa AG	96.45%
AS	Alaska Airlines	96.18%
LX	Swiss International Air Lines	95.10%
NZ	Air New Zealand	90.07%
HA	Hawaiian Airlines, Inc.	89.27%
SK	Scandinavian Airlines	89.01%
JJ	LATAM Airlines Brasil	88.30%
QR	Qatar Airways Co.	86.43%
AC	Air Canada	82.90%
MS	Egyptair	82.61%
SV	Saudi Arabian Airlines	82.19%
XL	LATAM Airlines Ecuador	81.22%
AA	American Airlines	80.69%

Chart 2:
„Top Fast Travel
Platinum Airlines
(July 2017)“

Source:
www.iata.org, Fast
Travel Program

„Future of the ground handling – particularly „passenger of the future”

IATA, Annual review, June 2017 –

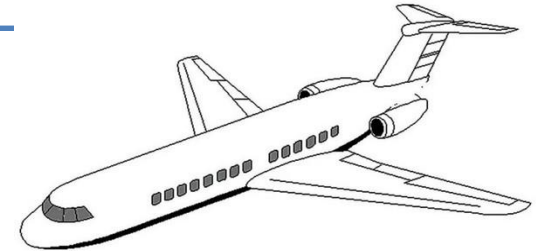
Passenger experience

BAGGAGE

TRACKING

**The majority of travelers expect their airline
to know where their baggage is.**

BAGGAGE MESSAGING

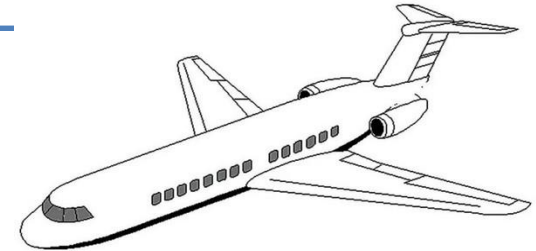


„Future of the ground handling – particularly „passenger of the future”

IATA, Annual review, June 2017 –

Passenger experience

BORDER

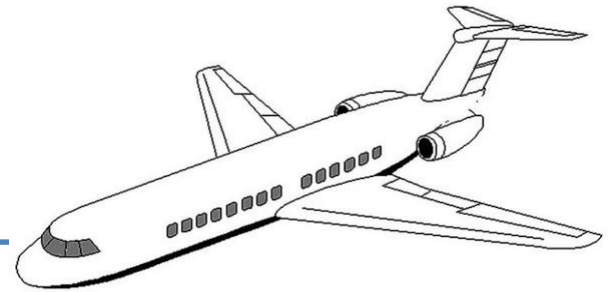


- ABC - Automated Border Control
- Based on biometric recognition;

IATA's Global Passenger Survey:

„(...) 48% of passengers have used ABC with 89% satisfaction.”

„Future of the ground handling – particularly
„passenger of the future”



4. Main directions for improving ground handling in the future (general assumptions);

„Future of the ground handling – particularly „passenger of the future”

THE MEANING OF GROUND HANDLING

❑ „The term 'Groundhandling' covers a wide variety of services required by airlines in order to operate flights.”

- <https://ec.europa.eu>, mobility and transport, groundhandling

❑ „Whereas groundhandling services are essential to the proper functioning of air transport; whereas they make an essential contribution to the efficient use of air transport infrastructure.”

- COUNCIL DIRECTIVE 96/67/EC of 15 October 1996 on access to the groundhandling market at Community airports, Official Journal L 272 , 25/10/1996 P. 0036 – 0045.

❑ „ The handling agent works closely with the airlines, working on their agreement based on standard handling agreements developed by IATA.”

- *Wach-Kloskowska M.: Port lotniczy Gdańsk-Trójmiasto obsługa towarowych przesyłek lotniczych (cz.1), Logistyka nr 2/2003, s.55).*

Task range of ground handling agent and customer satisfaction

- Passenger Service
- PRM Service
- VIP & General Aviation
- Ramp services
- Lost and Found Services
- Cabin Service
- Search baggage on-line
- Cargo Services
- Airport Information

Ground handling agent:
Welcome Airport Services

www.welcome-us.pl

Task range of ground handling agent and customer satisfaction

- Passenger Service
- PRM Service
- VIP & General Aviation
- Ramp services
- Lost and Found Services
- Cabin Service
- Search baggage on-line
- Cargo Services
- Airport Information

Ground handling agent:
Welcome Airport Services

www.welcome-us.pl

Task range of ground handling agent and customer satisfaction

Passanger services:

- coordinate check-in and boarding;
- transport of passengers between the terminal and the board off the aircraft;
- loading and offloading of luggage;
- assist passengers with disabilities or reduced mobility, as well as minors travelling alone;
- ticketing office provides services including tickets sales, surcharges, rebookings, etc.
- service to passengers of canceled or delayed flights.

- ✓ fully professional, well trained and experienced staff ;
- ✓ professional equipment;
- ✓ completely safe and professional service for all passengers and their luggage.

Based on: www.welcome-us.pl

Task range of ground handling agent and **customer satisfaction**

PRM Service:

- Assistance is aimed at all passengers with permanent or temporary reduced mobility, hearing problems, visual impairment or any other disability.

- ✓ qualified staff;
- ✓ professional and friendly assistance to disabled passengers;
- ✓ professional equipment.

Based on: www.welcome-us.pl

Task range of ground handling agent and **customer satisfaction**

Cabin Service:

- Cabin Service Department deals with cabin cleaning and interior aircraft appearance services as well as running the warehouse and distribution of sanitary materials.

- ✓ experienced staff;
- ✓ competence;
- ✓ good cleaning products
- ✓ equipment.

Based on: www.welcome-us.pl

The four levels of cleaning services to meet customers' needs:

light

standart

heavy

deep
cleaning

Task range of ground handling agent and **customer satisfaction**

Airport Information:

giving information:

- direct - at the airport;
- telephone - call center;

- ✓ 24/7 professional service of direct information;
- ✓ information is given in Polish, English;
- ✓ it is related to the times of departures and arrivals, delays, check-in numbers, opening hours of airline offices, telephone numbers, terminal facilities infrastructure, transportation between the airport and the city.

Based on: www.welcome-us.pl

„Future of the ground handling – particularly „passenger of the future”

SUMMARY OF THE TOPIC:

- destination,
- frequency of flights,
- financial possibilities,
- ...

PASSENGER

EXPECTATIONS

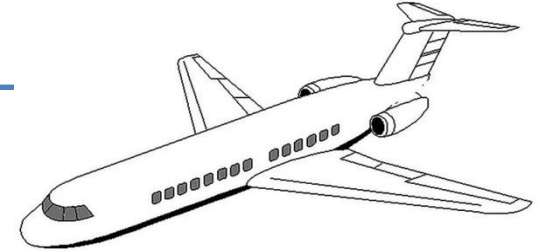
AREAS OF ACTIONS:

SECURITY

QUALITY

TECHNOLOGY

TIME



- ✓ airport
- ✓ passenger
- ✓ air carrier
- ✓ ground handling agent