

Travel Experience in Airports

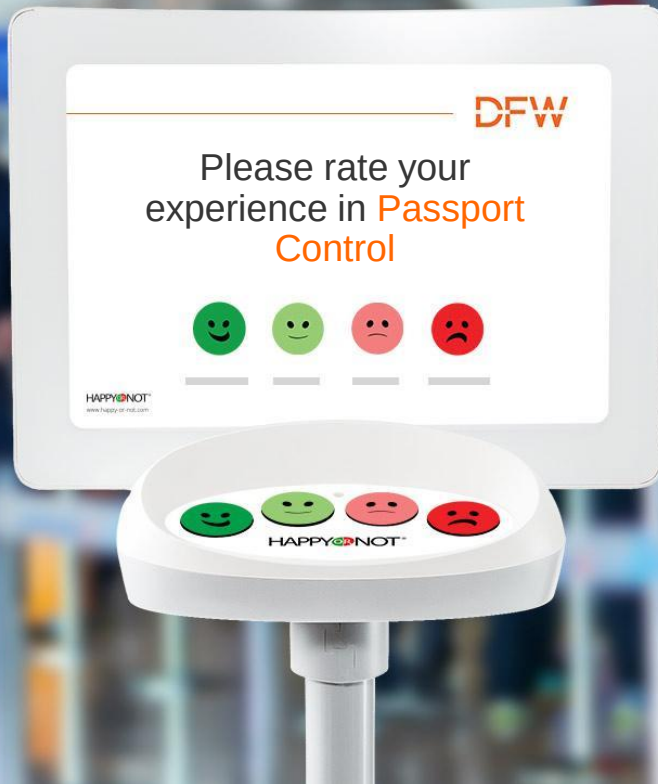


DALLAS/FORT WORTH
INTERNATIONAL AIRPORT

Dallas Fort Worth International (DFW) Airport warmly welcomes more than 64 million customers along their journey every year, elevating DFW to a status as one of the most frequently visited superhub airports in the world. DFW customers can choose among 156 domestic and 55 international nonstop destinations worldwide.

TARGET: To accurately gauge how customers view airport facilities and experience every day.

DFW Airport launched the HappyOrNot service in 2014 to get daily feedback from and learn the experiences of the millions of customers passing through the airport, with the goal to elevate and improve it.



Measuring customer experience to
make timely improvements

HappyOrNot in use

DFW Airport launched HappyOrNot service in December of 2014 to monitor service performance in the main areas of the airport: baggage claims, passport control and security screenings. Customers passing through each area are asked: "Please rate your experience"

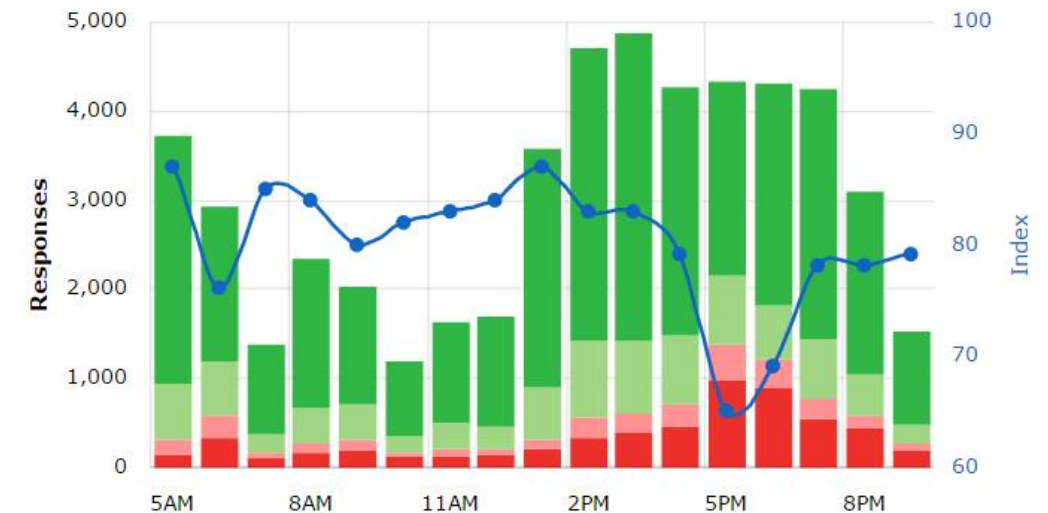
Outcome

Daily, weekly, and monthly result reports were monitored by the airport team to track service performance and monitor trends. With over 395,000 feedbacks collected to date, tracking and monitoring success is easier and impactful.

Benefits

- Measure satisfaction in vital points of traffic (baggage, passport, ticketing)
- Visibility of the amenities needing modification to better fit the needs of customers
- Ability to spot fluctuations and incorporate immediate changes
- Comparative daily, weekly, and monthly data compiled into convenient automated reports

Monitoring trends to offer better service



Hourly results pinpoint the times of day which require attention and internal review for corrective actions.

"HappyOrNot has provided DFW with a unique opportunity to accurately gauge how our 64 million customers view our facilities on a daily basis. The reports are user friendly and easy to understand, and the generated customer feedback reports from these kiosks have allowed our team to modify the amenities offered to better fit the needs our customer."

Ricky Griffin Customer Relations Coordinator, Customer Experience

Thank you

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Contact Us

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