

Improving the Travel Experience in Orlando International Airport



MCO is the second busiest airport in Florida and 14th busiest in the U.S with more than 40 million annual passengers. The airport has 18,000 employees and generates \$31 billion in direct and indirect revenue for the regional economy. Orlando International Airport strives to value and delight its customers through an airport-wide focus and design concept known as The Orlando Experience®.

TARGET: To enhance traveler experiences by streamlining processes in the airport's main operational areas.

MCO launched the HappyOrNot service in January 2014 to dedicate all efforts to improve customer experience at each point of customer journey.



Airport-wide focus to delight customers throughout their journey

HappyOrNot in use

MCO launched HappyOrNot in January 2014 to get insight into how customers perceive their experiences waiting for a flight, going through security check points, baggage claims, restroom cleanliness, and shopping and dining, by asking related questions at each key area.

Outcome

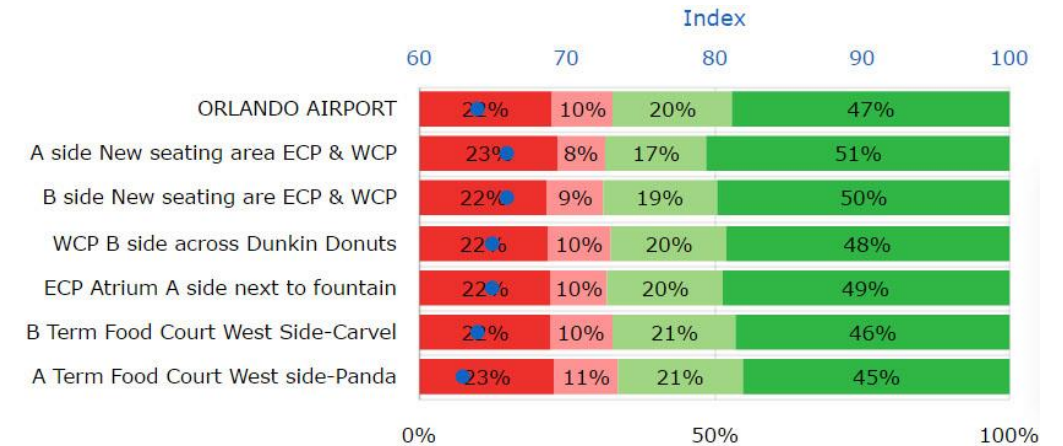
The greatest source of traveler dissatisfaction was identified to be in departures and arrivals. By using the HappyOrNot hourly and daily reports, MCO has the immediate ability to manage wait times, introduce quick solutions to combat dissatisfaction, and monitor effectiveness of newly introduced improvements.

Benefits

- Complete operational overview on traveler satisfaction
- Increase in productivity and streamlining processes
- Removes travelers' stress and improving overall experience
- Enhances airport image and traveller experience ranking
- Maximizes revenue per passenger via improvements



Operational focus in all key service areas



Sample results: Orlando Airport's wait time question: "How was your experience waiting for your flight today?"

The outcome of the results of this question allows the airport team to see the comparison of performance between different areas, and identify where resources and operational efficiencies are most needed.

"A World-Class Airport provides a seamless arrival and departure experience that exceeds the needs of the traveler. This experience instills a memorable imprint of the culture and environment of the region."

Frank Kruppenbacher, Greater Orlando Aviation Authority Chairman

Thank you

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Contact Us

Sales (800) 644-5485 or sales@smileyanswers.com