



GREAT JOURNEY MAKERS

Upgrading the passenger journey to a great customer experience

80%
POST SECURITY
'HAPPY OR NOT'
HIGHS WERE
**REACHED &
SUSTAINED
WITHIN
2 MONTHS**



"We have seen an overall increase in customer satisfaction and most importantly a real appetite to improve the customer experience."

Dan Cartwright

Security Operations Manager

The Challenge

Customer expectations in the travel sector had never been higher. Price and destination are not the only factors driving choice and LLA's senior leadership team understood that the passenger experience starts from the moment you enter the terminal and that this experience has a huge knock on impact on consumer decisions pre-boarding. The team identified security as one of the key touchpoints in the customer journey where loyalty can be won or lost. Employees in these areas were understandably prioritising compliance and regulations over delivering a meaningful human to human experience.

So, the UK's 5th largest airport embarked upon a programme to make all passengers feel valued at all times by turning its employees into 'Great Journey Makers'.





The Solution

Following in depth diagnostic our findings highlighted a need for security officers to provide a more empathetic passenger experience. To get that right we had to go back to basics, starting with shifting mindsets and empowering security employees to put safety and the customer first. To create the conditions for enhanced human to human experiences, we had to address how managers effectively incorporated positive feedback into their peoples' daily working lives.

Over a three-month period, frontline security officers, team leaders and security duty officers attended our 'Great Journey Makers' customer experience programme. It aimed to enable staff to identify, understand, respond and adapt to customers' different needs quickly and with empathy.

The Approach

The over-arching focus of the 'Great Journey Makers' customer experience programme was to shift mind-sets from 'processing people' towards uplifting the customer experience, without compromising compliance. Using real life customer stories and

facing into the reality of the current customer experience, the emotional impact of seeing the experience through the eyes of their customers meant participants were able to explore the impact of how personalising their style to meet their customers' needs, can impact overall customer satisfaction.

As customer interactions in central search are often very brief, a tailored fleeting encounters session enabled participants to identify and adapt rapidly to customers' individual personalities. This allowed them to practice delivering the desired customer experience, particularly under pressure.

The programme demonstrated how giving customers a more individual service can result in a faster security process. By setting it within an existing x-ray search facility, both the frontline and managers felt we had acknowledged the situations they face daily whilst the learning was instantly transferable into their operational environment.

The Results

London Luton Airport has been hugely enthusiastic about the programme results, noticing a ripple effect across the entire business. Senior managers have witnessed over-riding positivity from employees regarding their work and have reported that customers appear happier and less intimidated by security staff. Most importantly customers are more likely to return to the airport and to recommend it.

