

# Improving the Passenger Experience Across airports in Saudi Arabia

Building a robust strategy in boosting passenger experience at GACA

- To meet the increasing demands of passengers, the aviation authority needed new initiatives to improve the passenger experience across the entire end-to-end passenger journey.
- An understanding of best practice innovations globally was required, along with an understanding of the current passenger experience and associated pain points in Saudi Arabia.

## • *Solution Offered*

- The team evaluated the status quo thorough **Audit and assessment** of the current business processes
- **Initiated Benchmarking** exercises to present a broad comparison of the best practices globally
- Conducted 2,000 quantitative **face to face interviews** with passengers at the gate and arrivals area within airports.
- **Experience was captured on-ground** through in-depth interviews with passengers who have recently travelled domestically or internationally
- **Showcased insights** that covered all aspects of the **current end-to-end passenger experience**

## • *Impact & Results*

Business cases covered many different aspects of the passenger experience from infrastructure and flow to retail and commercial recommendations.

Analysis of the results led to the development of business cases that would have a significant impact on the passenger experience.