



THE
Pair FUME
OF THE
ATHENIAN
SPRING

18TH AIRLINE MARKETING WORKSHOP





Let's Talk

customer experience



CX

IS

EVERYTHING

EVERYWHERE





IT'S THE
EXPERIENCE
STUPID!





€1
5





How customers perceive value











**INSIDE OUT
THINKING**

**OUTSIDE IN
THINKING**





- Drive to airport
- Find parking
- Schlep bags to terminal
- Check bags
- Get boarding pass
- Security
- Find gate
- Walk, run, crawl to gate
- Don't spill coffee
- On and on





FORRESTER®





Customers' point of view



Disney



Check-in

EXIT

Curbside Bag C
CONTINENTAL



THE HOWS



Let's Talk

retail for a moment



promote the airport as a shopping destination



improve available choices



5

Actions

you should
Seriously consider taking.





ENGAGE more of the consumer's senses.





CREATE uniqueness







PERSONALIZE every interaction





SURPRISE PEOPLE





REPEATABILITY



Take
C5 FIVE



random acts of kindness



Let's Talk

authenticity



What makes this coffee worth
\$2 or more?



Selling The Experience





“The Third Place”



Let's Talk

value

How does the customer determine value?





A vibrant aquarium scene featuring a large orange and white goldfish in the center, surrounded by several smaller, colorful fish including blue, yellow, and striped varieties. The background is filled with lush green artificial plants and rocks, creating a naturalistic underwater environment.

Who is your customer



P e r s o n a s





MARY

Pragmatic
user of services

patient
conscientious
stable
optimistic
measured
in comfort zone
considered
approachable



CHRIS

Overloaded
seeker of support

burdened
self-critical
fatigued
pessimistic
frustrated
striving
worried
dedicated



JULIAN

Confident
navigator of services

driven
analytical
resourceful
expects the best
early adopter
informed
positive
savvy



SHONA

Disenfranchised
critic of the system

disengaged
sceptical
anxious
struggling
jaded
resistant
headstrong



NING

Unfamiliar
seeker of services

daunted
determined
adaptable
unsure
achiever
willing
new
hopeful
unassuming



NIKKI

Self-focused
maximiser of services

under the radar
social
ingenious
self-centred
aimless
unfocused
fickle
casual



AMIIR

Isolated
user of services

hopeful
stunned
bewildered
unaccustomed
resigned
grappling
insular
grateful
anxious



FRED

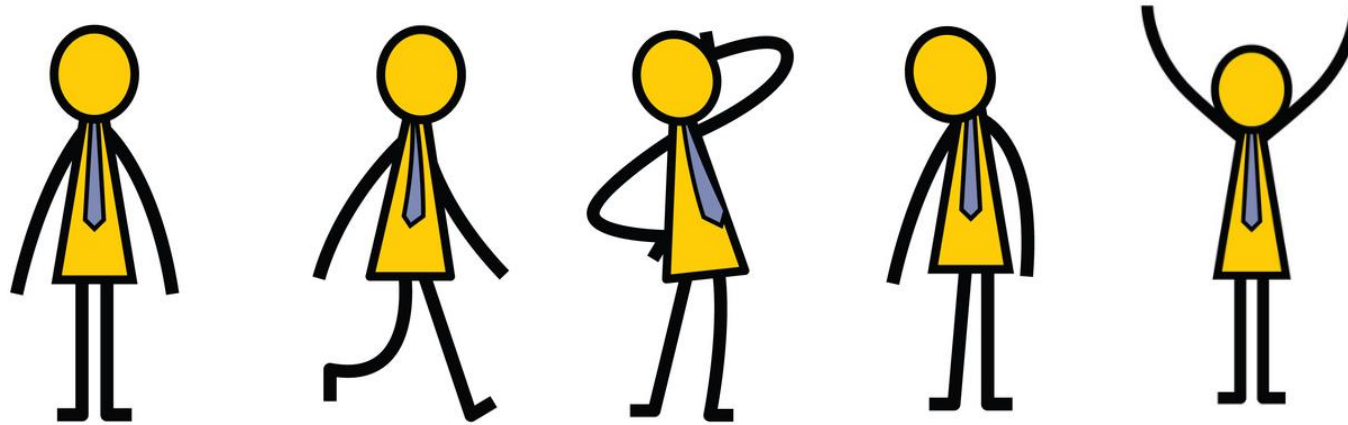
Reluctant
navigator of the system

in crisis
overwhelmed
vulnerable
emotionally depleted
pressured
confused
distressed

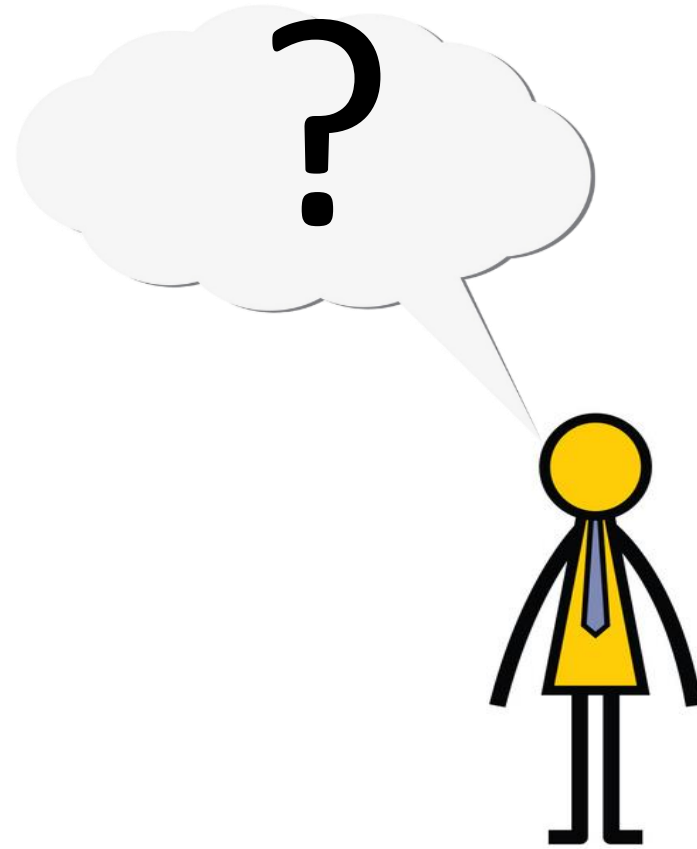




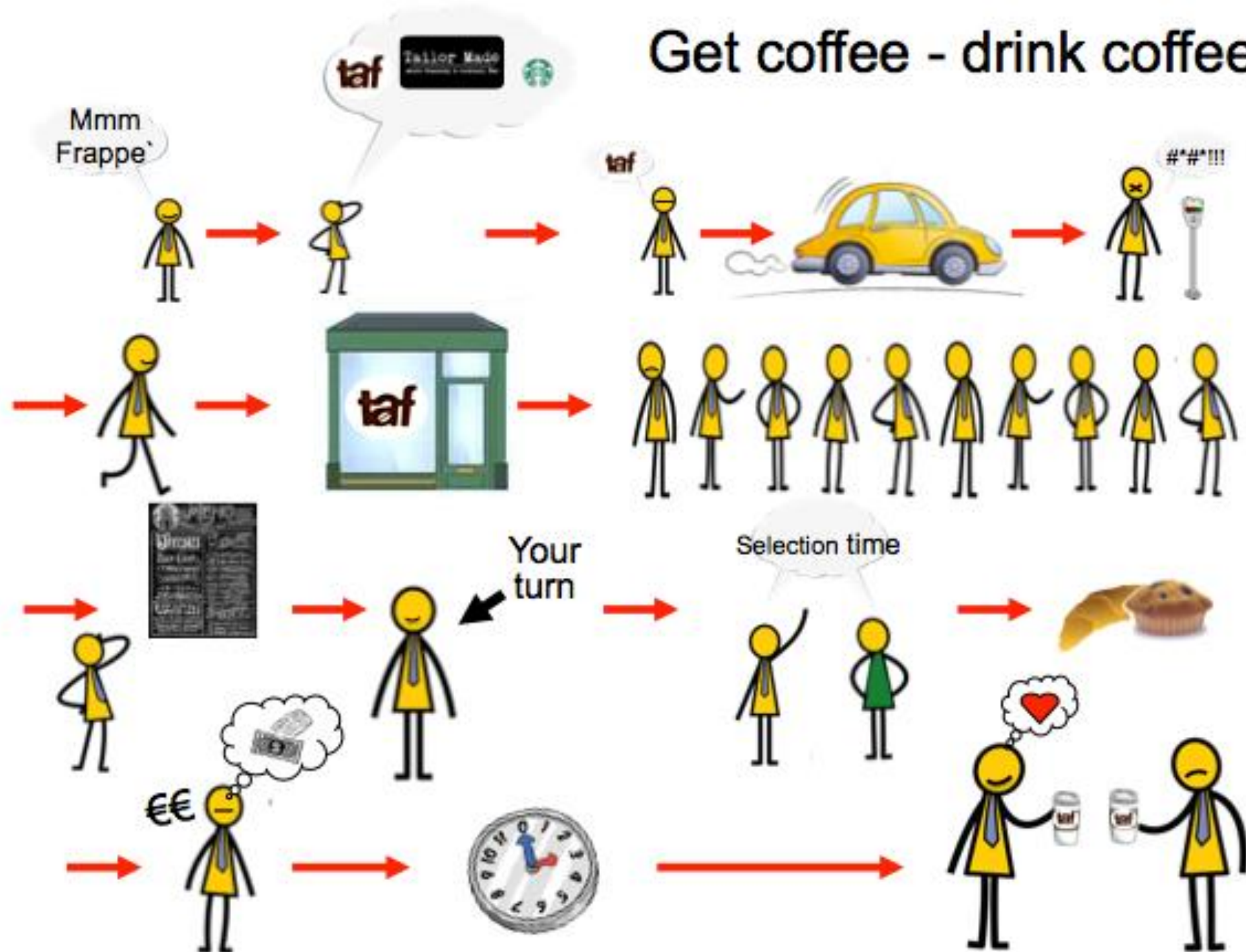
Customer Experience mapping



What is the customers real goal?



Get coffee - drink coffee



EMPATHY



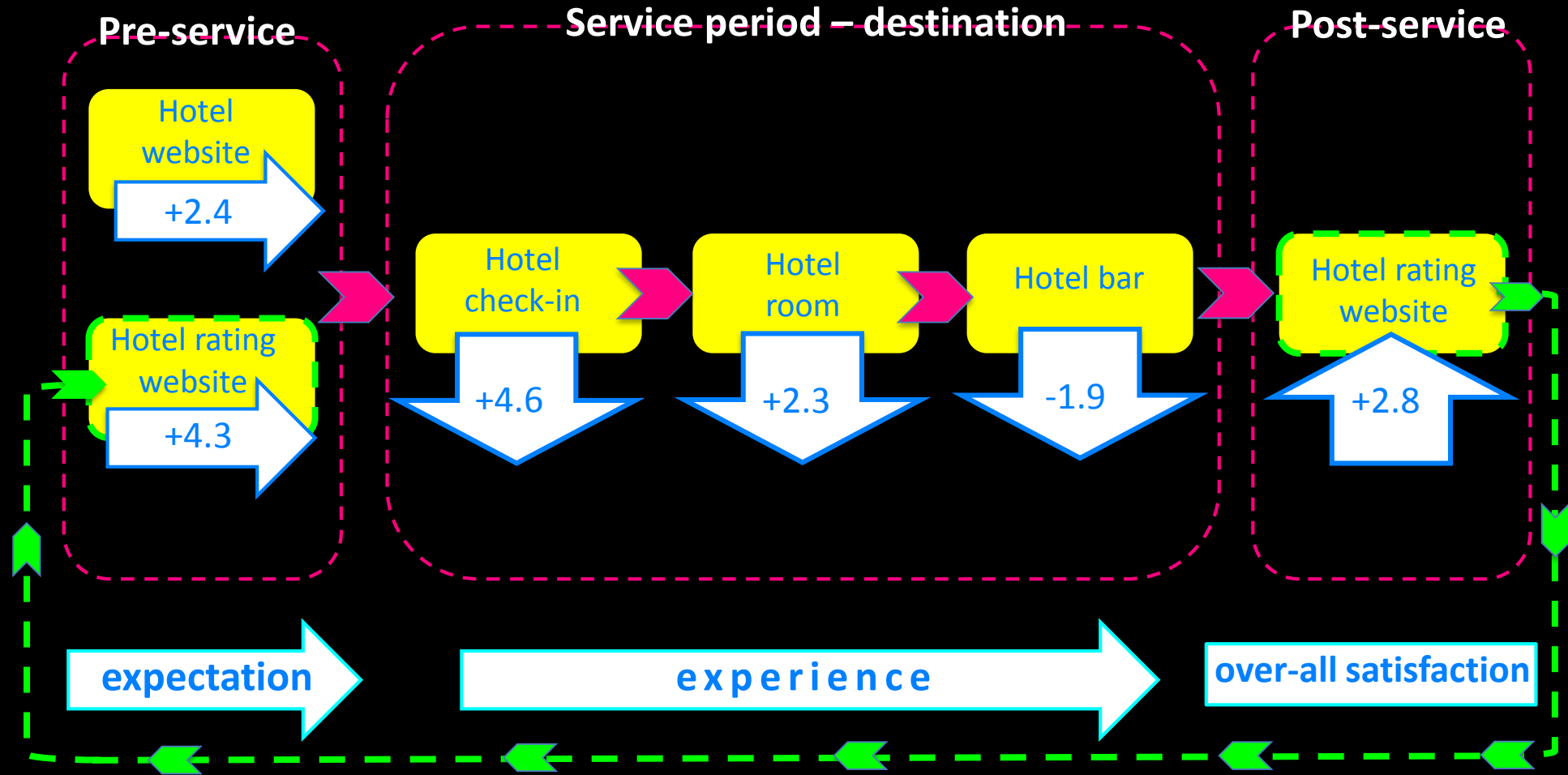
Let's Talk

ratings

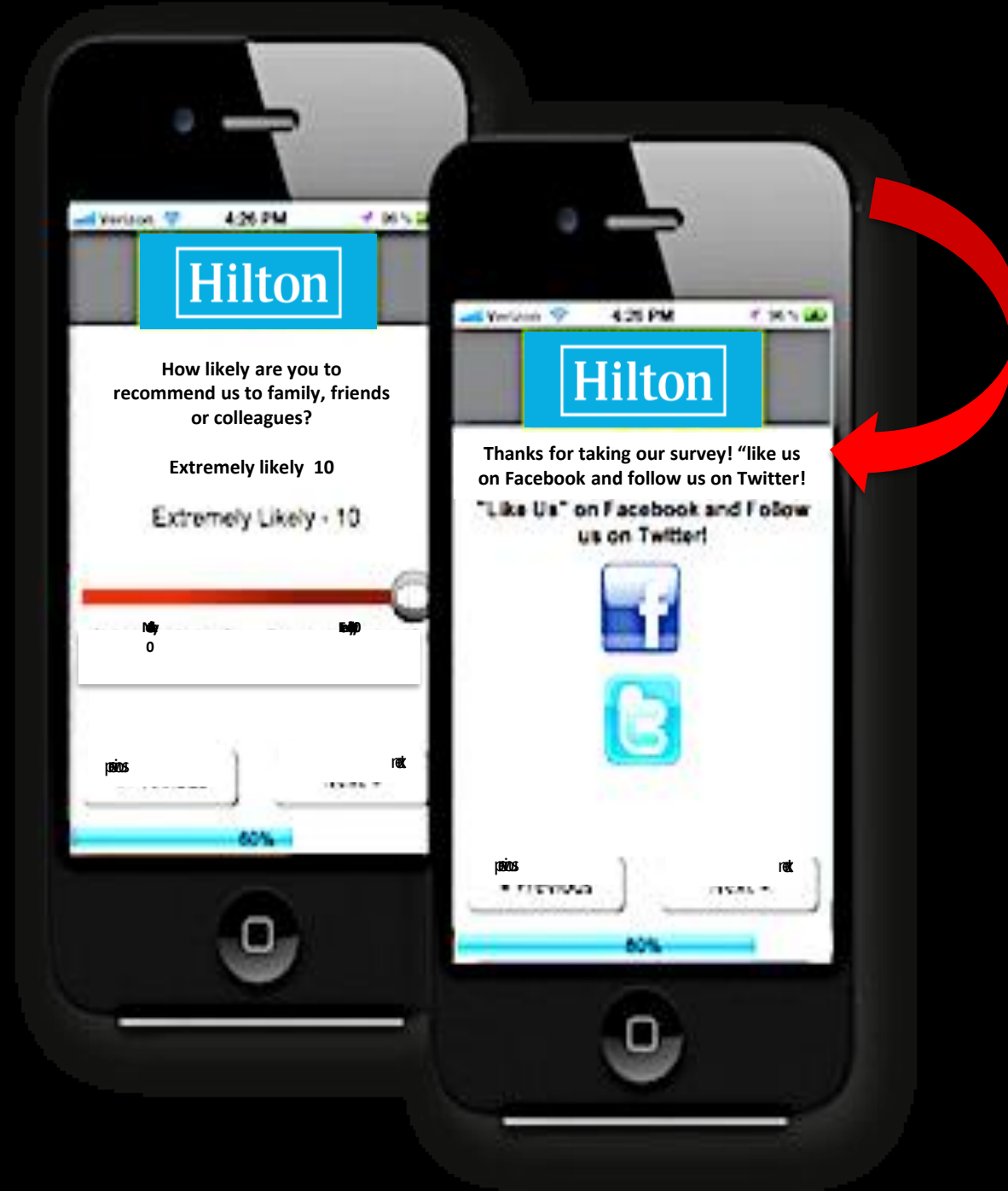




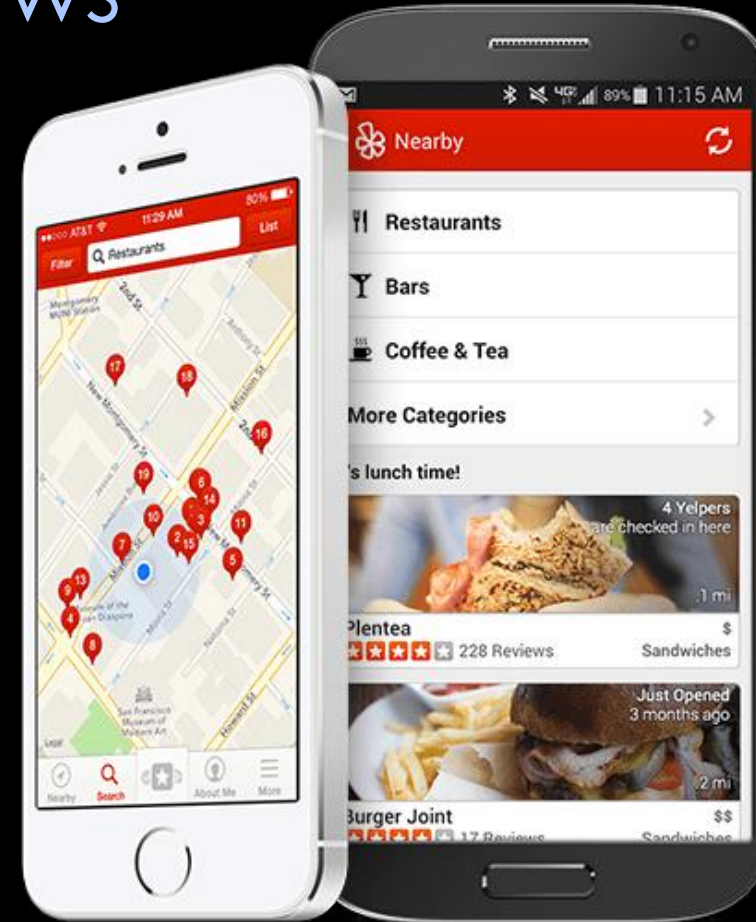
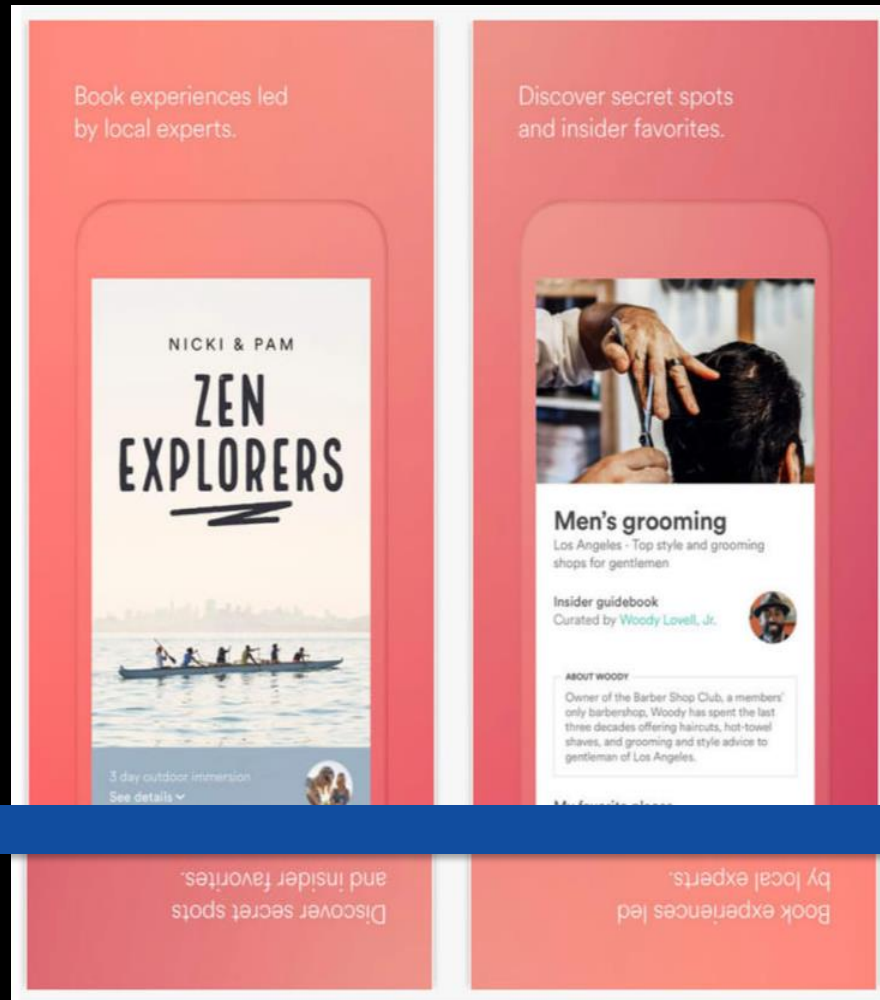
how the journey affects your ratings



let them
Track
their
customer
journey



online customer reviews



BOSE[®]

**Pampers**



Southwest[®] 



“the future is all around us – it just isn’t
evenly distributed yet”



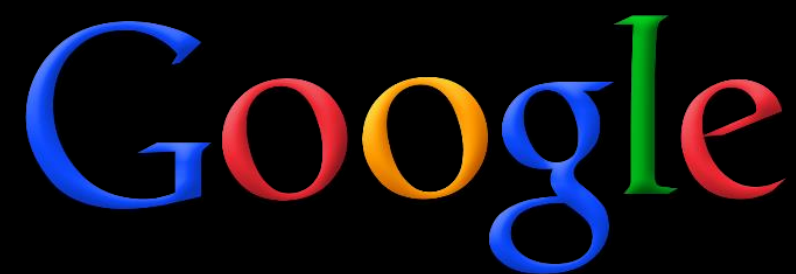
Instagram

NETFLIX



U B E R





TESLA





GOOD NEWS



Travel & Tourism Competitiveness Index 2017

Table 1: The Travel & Tourism Competitiveness Index 2017 Ranking

Country/Economy	Rank	Score	Change since 2015	Country/Economy	Rank	Score	Change since 2015
Spain	1	5.43	0	Jamaica	69	3.71	7
France	2	5.32	0	Georgia	70	3.70	1
Germany	3	5.28	0	Azerbaijan	71	3.70	13
Japan	4	5.26	5	Montenegro	72	3.68	-5
United Kingdom	5	5.20	0	Trinidad and Tobago	73	3.67	-4
United States	6	5.12	-2	Egypt	74	3.64	9
Australia	7	5.10	0	Jordan	75	3.63	2
Italy	8	4.99	0	Dominican Republic	76	3.62	5
Canada	9	4.97	1	Uruguay	77	3.61	-4
Switzerland	10	4.94	-4	Bhutan	78	3.61	9
Hong Kong SAR	11	4.86	2	Philippines	79	3.60	-5
Austria	12	4.86	0	Kenya	80	3.59	-2
Singapore	13	4.85	-2	Kazakhstan	81	3.59	4
Portugal	14	4.74	1	Namibia	82	3.59	-12
China	15	4.72	2	Cape Verde	83	3.55	3
New Zealand	16	4.68	0	Armenia	84	3.53	5
Netherlands	17	4.64	-3	Botswana	85	3.52	3
Norway	18	4.64	2	Guatemala	86	3.51	-6
Korea, Rep.	19	4.57	10	Tunisia	87	3.50	-8
Sweden	20	4.55	3	Ukraine	88	3.50	n/a
Belgium	21	4.54	0	Macedonia, FYR	89	3.49	-7
Mexico	22	4.54	8	Honduras	90	3.49	0
Ireland	23	4.53	-4	Tanzania	91	3.45	2
Greece	24	4.51	7	Nicaragua	92	3.44	0
Iceland	25	4.50	-7	Iran, Islamic Rep.	93	3.43	4
Malaysia	26	4.50	-1	Lao PDR	94	3.40	2
Brazil	27	4.49	1	Serbia	95	3.38	0
Luxembourg	28	4.49	-2	Lebanon	96	3.37	-2
United Arab Emirates	29	4.49	-5	Rwanda	97	3.36	1
Taiwan, China	30	4.47	2	Albania	98	3.35	8
Denmark	31	4.43	-4	Bolivia	99	3.34	1
Croatia	32	4.42	1	Kuwait	100	3.33	3
Finland	33	4.40	-11	Cambodia	101	3.32	4
Thailand	34	4.38	1	Mongolia	102	3.31	-3
Panama	35	4.37	-1	Nepal	103	3.28	-1
Malta	36	4.25	4	Venezuela	104	3.28	6
Estonia	37	4.23	1	El Salvador	105	3.28	-14
Costa Rica	38	4.22	4	Uganda	106	3.20	8
Czech Republic	39	4.22	-2	Tajikistan	107	3.18	12
India	40	4.18	12	Zambia	108	3.18	-1





THE RITZ-CARLTON®

Horst Schultz







Remember this...

People may forget what
you said, people may
forget what you did...



Improve the
~~product~~
experience



and everybody wins





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