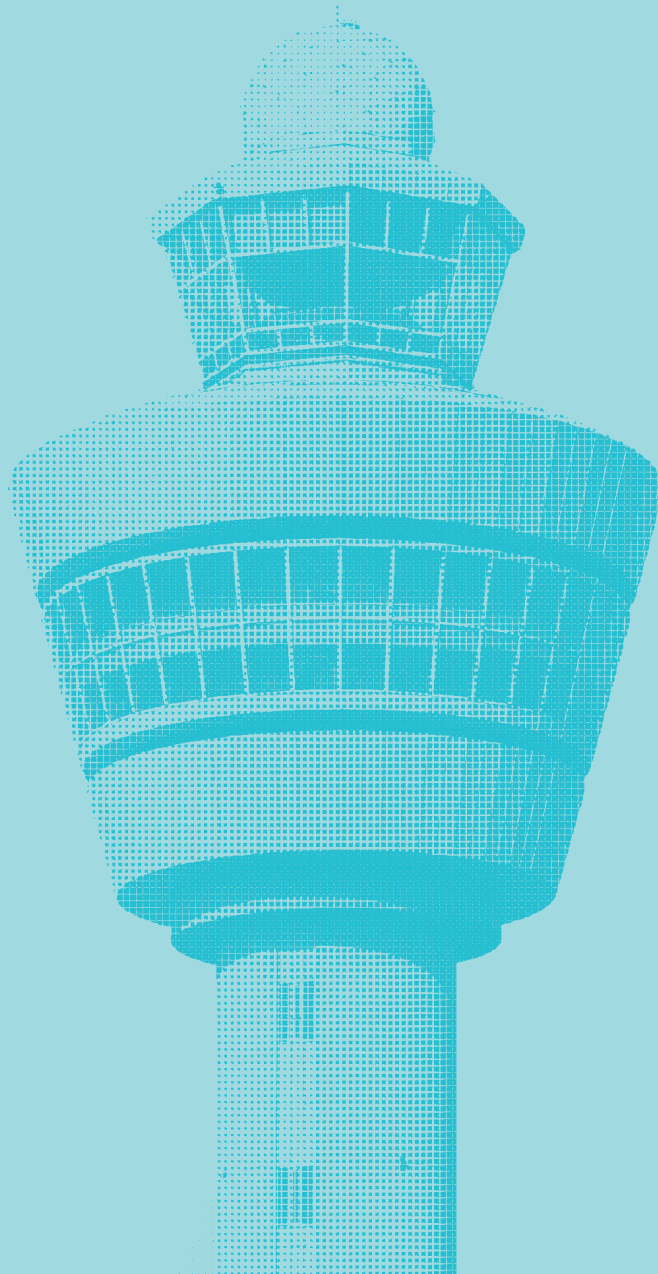


GIFF

BE DIGITAL, STAY HUMAN

THE AMSTERDAM AIRPORT SCHIPHOL CASE

HOW TO BUILD FROM CRISIS TO CARE





Case explanation

WHAT WAS THE ASSIGNMENT/CHALLENGE?

Every passenger has their own ritual and travel process/flow. For Schiphol Airport, the challenge lies in offering a seamless passenger management flow at scale, while making sure that the individual passenger receives a custom and human travel experience, tailored to their needs.

Accessibility and quality are two core values for Amsterdam Airport Schiphol. Good, personal service is essential to achieve high customer satisfaction. An integrated customer contact service department is crucial for Schiphol to be able to analyse the passenger experience and obtain feedback to improve its processes.

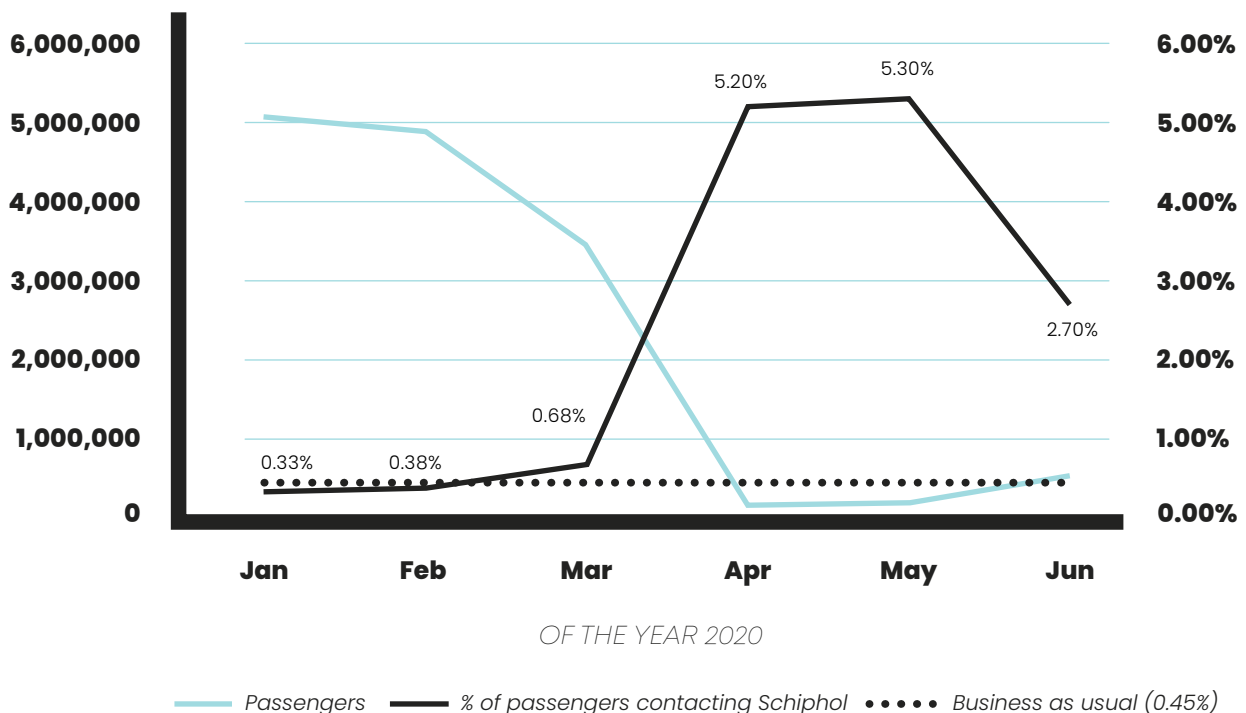
A BETTER GRASP OF PASSENGERS

A passenger journey involves a lot of internal and external stakeholders. From parking to security, from airlines to restaurants; together they all influence the passenger experience. The CCC plays a crucial role in this experience and ties all parts together. We actively identify all stakeholders involved and make sure we know their needs. Based on this we can provide them with valuable feedback (tailor made reports) to solve issues and improve processes and work together in case of escalations, when short communication lines are essential.



* Contact Ratio

DURING THE FIRST HALF YEAR OF THE PANDEMIC





The inside

WHY WAS THIS EXTRAORDINARY/COMPLEX/URGENT?

EMPOWERED PASSENGERS

The modern passenger is provided with a wealth of information in their passenger journey through a combination of digital channels and physical observations; signs at the airport, push notifications on their smartphone, information desks, video call units. Thanks to the application of technology and intuitive self-service solutions, the passenger is more independent than ever.

We believe passengers increasingly need these diverse information sources.

However, since the COVID-19 pandemic, travel is often accompanied by anxiety, insecurity and queuing stress. For many passengers, the usual healthy excitement has now transformed into an unpredictable and often stressful experience: "What will change along my journey?", "Where should I go next?", "How much time do I have left?". Increased crowding at airports also means there is less overview, making it harder for passengers to distinguish relevant travel information. In addition, during disruptions, they are not always sure that the information displayed is correct. In other words, the passenger is no longer in control. At times like these, it quickly becomes clear that human contact remains crucial in our digital world.

WHAT WAS THE EFFECT/CLIENT SUCCESS?

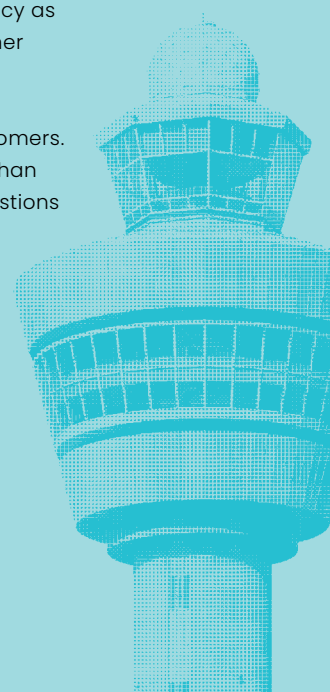
STRATEGIC PARTNER

Quality, innovation and a personal touch. Pleased to meet you, we are RIFF. With our extensive experience in the airline and airport industry, we can elevate the passenger experience to a higher level. Not just by handling the customer contact ourselves, but more importantly, by contributing to policy as a strategic partner. We know what works and what doesn't and can play a key role in your customer engagement strategy.

Our people work and think at a university level and use their own initiative when dealing with customers. We use frameworks that enable colleagues to better tailor their responses to passengers, rather than working from scripts. This makes the contact more personal. We can find the right answers to questions in our knowledge base, and by harvesting this information we are again playing a supportive role.

INNOVATION IMPROVES SERVICE

Another reason why Schiphol chose RIFF is that we spend a lot of time working on innovation. A human touch can go hand in hand with helping passengers more efficiently by automating certain processes. At Schiphol, we are now taking the time to digitise conversations. Chatbots and automated responses to frequently asked questions can help passengers on their way faster, freeing up the customer contact centre to help more passengers. While there is still a need for human supervision, these applications are improving all the time. Around 80% of automated responses are ready to send, and we are working to expand the topics that a chatbot can explain on its own.





The solution

WHAT WAS THE PROPOSED SOLUTION?

Through the Customer Contact Centre (CCC) set up and operated by RIFF, we answer all questions received by phone, email, WhatsApp, Messenger, main social media channels and live chat. We have deliberately chosen an omnichannel approach so that we can be there wherever the passenger needs us. RIFF has implemented the technical setup, the processes and the day to day operation of the CCC with 200+ employees, working 24/7.

PERSONAL

For passengers who are in need of assistance at the airport we have designed a special service: the MPA (Mobile Personal Assistant). The MPA provides face-to-face customer service and can be deployed by the CCC or at its own initiative. They provide multilingual assistance with everything from a simple question to urgent situations, such as a passenger who is missing their flight or a person who has gone missing. When possible, our MPAs are physically present, but they can also help passengers via video call. We do this through Self Service Units (SSUs) in specially designated information zones at the airport.

In a post-covid world, the human touch remains our top priority. That's why a new team was deployed at Schiphol this year. During the heavy summer traffic, several extra teams (including office staff from Schiphol Group) were active at the airport. Our new team of hospitality specialists aim to welcome, refer and reassure passengers. In a fortnight, we set up this team, trained them and made sure they have the right knowledge of the ins and outs of the airport. As soon as they come across passengers who need longterm assistance, a Mobile Passenger Assistant (MPA) is called in to further assist the passenger. Which is a perfect addition to the services RIFF already had at Schiphol.



The results

WE'VE REALISED TOGETHER SINCE THE START OF OUR PARTNERSHIP:

- Channel tailored service for 3 onsite and 9 offsite channels.
- Average number of passenger interactions via our customer care centre per day: 2000+.
- Improved customer satisfaction by 10% since the start of our partnership until the start of the COVID-19 pandemic.
- Flexible operation during the COVID-19 pandemic, with a short turnaround time when scaling up or down.
- Realised a switch from 100% offsite service channels, to 50/50 offsite and onsite service channels since the start of our partnership, while simultaneously growing our team from a 100+ team members to 200+ team members, an indication of the increasing urge for human contact among passengers.
- More than 95% of all cases are handled by our CCC without escalation to Schiphol stakeholders, as a result of our ongoing efforts to increase our in-house knowledge.
- Custom service setup for 20+ different stakeholders.
- Local solutions for 3 affiliated airports part of Schiphol Group.
- During the pandemic, passengers needed a lot of additional healthcare-related information to be able to travel, ranging from PFL (Passenger Locator Forms) to COVID-19 tests results, so we equipped our MPA team with mobile printers. That way, they could assist passengers with printing documents on the spot, resulting in over 5,000 prints in 2021/2022.

★
4.5

CUSTOMER SATISFACTION
IMPROVED FROM 3.9 TO 4.5/5


+5000

PASSENGERS HELPED TO CATCH THEIR
FLIGHTS BY OFFERING MOBILE PRINT


2000

PASSENGER
INTERACTIONS PER DAY