

Arrivals QSM – Interviewer Briefing Notes

Overview – Why we are refreshing QSM?

The reason for this refresh is that we have not revised the current survey for a number of years and we need to ensure our on going tracking of customer satisfaction is aligned to what passengers need from their end to end airport experience. We need the ability to be more flexible with the information we capture through the surveys to enable us to react to changing passengers requirements.

At the same time, we need to streamline the survey process as until 2020, we ran 3 separate main monthly trackers of customer satisfaction – Departures, Arrivals and Connections QSM. Moving forward the Connections tracker is now a part of the Departures survey - creating a simpler, more efficient process which ultimately saves time and money. A significant difference from the previous survey are additional open ended questions to allow for more qualitative context to be captured during interviews. These will only be asked sparingly and just for negative responses to certain KPI's.

We have also reordered sections of the questionnaire to ensure that the survey flows better and we have taken on board inputs from the wider insight team and Epinion teams to make conducting the survey more efficient.

QSM Methodology

As have relaunched the survey and we have recently expanded our fieldwork team, a refresher of the survey methodology is required. Of particular importance is how the sampling should be conducted by our interviewers.

Intercepts should be attempted with respondents as they exit the arrivals tunnels in each terminal. Count the first three* pax that exit the tunnel (excluding all children under 16). Having counted three* pax, the next pax exiting the tunnel will be the interview candidate. All refusals should be treated the same way i.e. the interviewer should proceed with the three pax count from the 'Refusal'.

When it becomes apparent that no more pax are exiting the tunnel for the time being, the interviewer can then do the following. Standing at a point which enables them to view the whole of their first section take the furthest person from that point with an empty seat beside them and conduct an interview.

On completion of the first interview, follow a methodical route whereby three pax are counted and the next pax is interviewed. In the event of there being insufficient empty seats the next interview will have to be the end of the row they are focusing on. Alternatively the interview can be conducted standing up with the pax next to the third pax.

It is very important that in the next zone, the starting point becomes the first person with an open seat next to them for and the same methodical approach is used. It is extremely important that our sample is as representative of our passengers as possible and if we target the easiest pax for the majority of our surveys this will skew our results.

Arrivals Questionnaire Format

While not a full review of all the amendments that have taken place, below is a short summary of some key changes in the new QSM survey.

General Changes:

- Moved from a 7 point scale to a 5 point scale
- Introductions now show on the same page as relevant questions to speed up the process
- Questions will include **bold** and underline words to highlight the subject of the question and make it easier for you to read
- Open ended questions have been added to provide qualitative context, these will only be asked on key areas like ease of journey or overall cleanliness. Only bottom two scores get asked OE's.
- Flow is more logical i.e. Introduction -> Flight info-> Facilities like toilets, trollies, transit train-> Immigration/Passport Control-> Baggage Hall-> Other Facilities (shopping/retail)->Wayfinding->Cleanliness->Staff->Overall Experience->Demographics.
- Filtering is in place so not everyone gets asked everything. For example if said they used the Wi-Fi and Toilets, they only get asked the questions relevant to these facilities.

Key Changes to Arrivals Questionnaire

- Removed majority of COVID related questions but have one screening question about symptoms to ensure our team is safe
- Ease & Efficiency – The use of the words ease and efficiency were both tested with passengers and found to mean very similar things therefore we have selected to ask about Ease throughout the pilot.
- Revised attribute battery list for Immigration evaluation, included metrics around cleanliness of this area and ease of finding entrances to maze etc.
- Instead of helpfulness & courtesy being metrics we measure staff interactions, helpfulness & attitude is the preferred metric for evaluation. While there are individual staff area evaluations e.g. immigration staff, the KPI is our “general” staff question.
- Combined cleanliness evaluation questions into a battery evaluation where possible. On top of this we have added “areas” to help evaluate specific toilet facilities.
- Food & Beverage evaluation has been simplified, overall satisfaction of each segment is evaluated.
- Wayfinding & Information is a more unified section and walking distances and ease of finding ones way is also included here.

On the 1st of April we will have launched the QSM survey after a lot of hard work from everyone and ensured that we have an updated survey that best captures what is important to our passengers and

what we should be focusing on as an Airport . Additionally, we will be making sure we meet our mandatory requirements for the latest regulatory period. Thank you for taking the time to read this document and if you have any queires please don't hesitate to contact me:(Wesley.Lang@Heathrow.com)