

Departures QSM – Interviewer Briefing Notes

Overview – Why have we refreshed 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. The assumption is that pairs of interviewers will be in place, but if a solo interviewer is allocated for a shift, please tailor the below accordingly.

Divide the gaterroom into two separate workable zones and each take one zone. Standing at a point which enables them to view the whole of their zone (usually the entrance to the gaterroom*), one will take the furthest person from them with an empty seat beside them (in their own zone) and the other will take the nearest person to them with an empty seat beside them (in their own zone).

On completion of the first interview, follow a methodical route whereby five pax are counted and the next pax is interviewed (this can include anyone standing but should exclude all children under 16). 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 fifth pax. All refusals should be treated the same way i.e. the interviewer should proceed with the five pax count from the 'Refusal'.

It is very important that in the next zone, the starting points alternate, i.e. if in the first gate interviewer A went to the furthest pax, they need to go to the closest pax. It is important that our sample is as representative of our passengers as possible and if we are not methodical or simply target the easiest pax for the majority of our surveys our results will be skewed.

Departures 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. As mentioned earlier, a key difference is the inclusion of Connection questions in the Departing survey, previously this was a separate questionnaire. Additionally as a result of extensive piloting and feedback from the entire team a number of questions have been removed or clarified to make the interview process quicker and smoother. It should be noted that even with these changes, the timings of the Departures QSM survey will be longer, so it is important that the interviewers become very familiar with the questions and flow of the survey to make sure that the interview is as smooth as possible.

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 level of information. Only bottom two scores get asked OE's.
- Flow is more logical i.e. Introduction -> Flight info-> Surface Access-> Connections section-> Check in process-> Security->Facilities-> Food & Beverage & Shopping-> Wayfinding-> Seating & Crowding->Gate Area-> Staff->Digital Channel-> 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 Departures Questionnaire

- Removed majority of COVID related questions but have one screening question about symptoms to ensure our team is safe.
- Connections section has been summarized into a statement battery and a timing question.
- 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 Check-In evaluation, multiple previous separate questions now included in one block.
- Instead of helpfulness & courtesy being metrics we measure staff interactions against, helpfulness & attitude is the preferred metric for evaluation. While there are individual staff area evaluations e.g. security staff, the KPI is our “general” staff question.
- Removed pricing section from retail questions to streamline survey.
- Removed dwell type timing questions.
- Wayfinding section streamlined, removed a number of FID specific questions.

- Digital section revised. Ease of navigation and usefulness of information being the key metrics moving forward.

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)