

PRM retail briefing notes

Research Objectives

Heathrow is aiming to improve accessibility to its products and services to all passengers. As part of the 'Open to All' strategy, they need to understand how to best to make retail and F&B offerings available to Passenger with Reduced Mobility (PRM).

Heathrow is considering two possible solutions:

- **Escorting to retail / F&B (personal)**

Passengers who are using the Passenger Assistance Services are offered the opportunity to be taken from the assistance waiting area to the retail shopping area by a personal shopper. Once done exploring the retail offerings the personal shopper will return with the passenger in time for their flight. This service is offered to passengers who are waiting more than 60 minutes on a domestic flight and 75 mins on a non-domestic flight.

- **Online**

Not all passengers have the opportunity to use the retail service due to time constraints. Therefore, Heathrow would like to understand to what extent passengers using the Assistance Service might be interested in a retail delivery service to the assistance service waiting area. The delivery service works by ordering the items via a tablet. A member of the Heathrow staff retrieves the items from the retail shops and brings them to the passenger at the assistance service waiting area. Afterwards, the passenger has the opportunity to purchase the products they desire.

This research is designed to help Heathrow:

- Understand the demand for both physical escorting and online ordering of products
- Understand what drives the interest for such a service and what the barriers are
- What characterise PRM passengers who are interested in these services

Note: Heathrow is currently running a trial of the service in T4. This does not influence our work since it is very limited how many is trying the service. Users of the trial should not be targeted since this study aims to understand the interest of groups that have not yet used the service in using it.

OUR JOB

To face to face interview passengers in the PRM waiting areas in all terminals.

Interviewer location:

- PRM waiting areas (departures only) across all four terminals.

Sampling:

- PRM passengers, no hard quotas but with a mix of demographics e.g., ages, genders, residencies, reasons for travel. We expect a sample of roughly 300-400 passengers.