Improving customer experience through CRM & by introducing new channels whilst enhancing existing ones

Presented by : Joe Chiu
Vice President, Corporate IT
Changi Airport Group Singapore

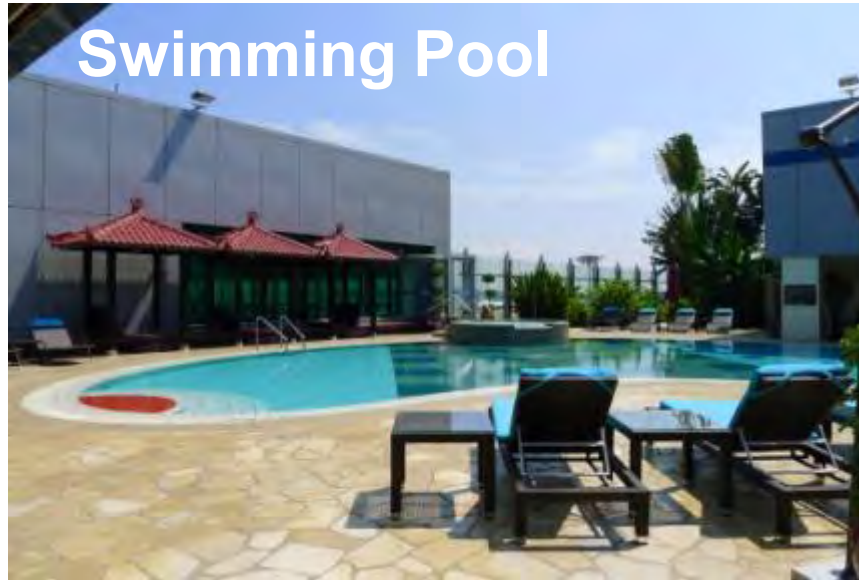# A quick introduction of Singapore Changi Airport

over **220** cities worldwide

via more than **100** airlines

Flight departing / landing every 100 seconds

48 million passenger movements

over **6,200** weekly flights

Experience Enhancement

- Greenery and Landscaping

Orchid Garden

Butterfly Garden

Cactus Garden

Kinetic Rain

Experience Enhancement

- Facilities and amenities

Swimming Pool

The Slide@T3

Movie Theatre

Free Internet and Wi-Fi

Experience Enhancement

Shopping & Dining Haven

Over 360 retail and 130 F&B outlets in both public and transit areas

CAG works closely with partners, agencies & tenants to improve customer experience & service quality

1,400 CAG employees

28,000 airport staff

200 *airport agencies*

Our Changi Service DNA

Our Service DNA

It serves as our beacon for sustainable service excellence

P.S. I LOVE CHANGI

Personalised | Stress-Free | Positively Surprising

PERSONALISED	**STRESS-FREE**	**POSITIVELY SURPRISING**
Every customer is unique.	To provide customer peace of mind.	To create fond memories in every customer.
Be Welcoming	Be Knowledgeable	Be Involved
Be Interested	Be Resourceful	Be Enthusiastic
Be Attentive	Be Responsive	Be Creative
To Serve To Engage	To Deliver To Anticipate	To Satisfy To Delight

IT is the business enabler & catalyst for innovations

1. Enhance customer engagement
2. Improve staff productivity & customer service
3. Grow customers, partners and tenants relationship

| CAG Internal staff | Partners / Agencies | Passengers / Public | Tenants |

## CAG Communities

Improve staff productivity and customer service

SWIFT - Instant Feedback System

Enables CAG & airport agencies to **observe the level of customer service provided by each airport staff** in every service encounter

Patent Pending

SWIFT - Instant Feedback System

Feedback results will allow CAG/airport agencies to implement corrective actions and **reward staff who have rendered good customer service**.
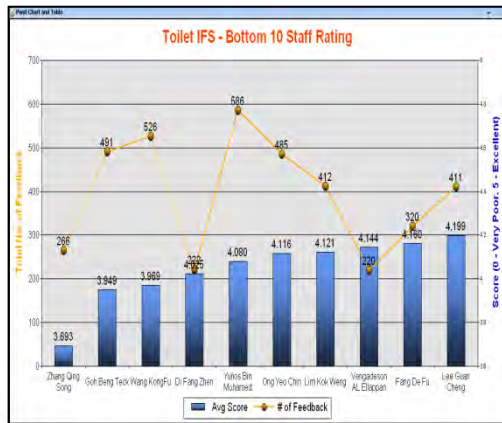
Deployment of IFS at all key touchpoints to better understand the passenger's end-to-end experience

Shopping & dinning places

Customs Refund Counters
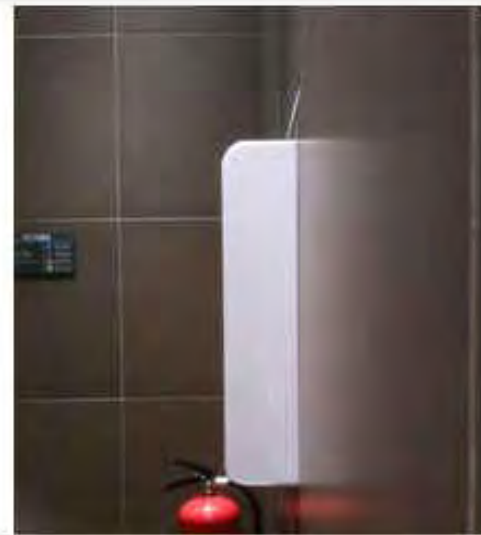

Premier Tax Free Counters

Please rate your experience with us

Excellent | Good | Average | Poor | Very Poor
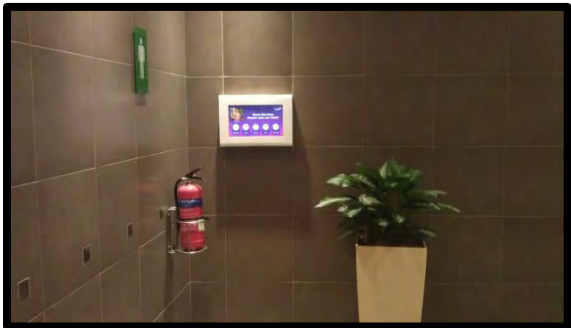
Toilets

Check In Row Counters
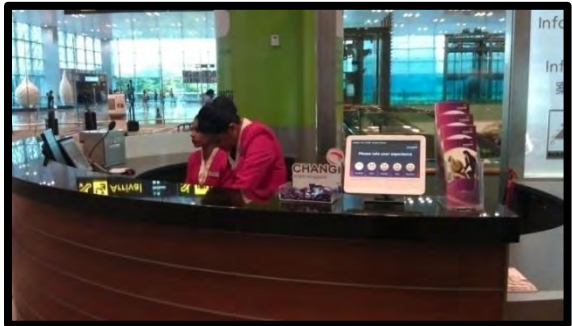
Information Counters

Instant feedback system (washroom management)

1st Level Feedback: Ratings for customer feedback

2nd Level Feedback: Detailed Feedback Selection
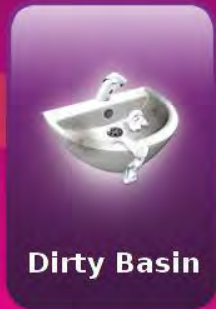
SWIFT : e-Inspection

Aim to **ensure timely response to faults and enhance the productivity of the service providers** such as toilet cleaners, estate management officers and other service workforce staff.

This system will enhance monitoring and ensure timely job execution, **detailed incident reporting** (including pictures) and alerting of contractors for rectification works.

Send instant alerts to supervisors if corrective actions are required

Please rate your experience with us

Excellent Good Average Poor Very Poor

Feedback Details

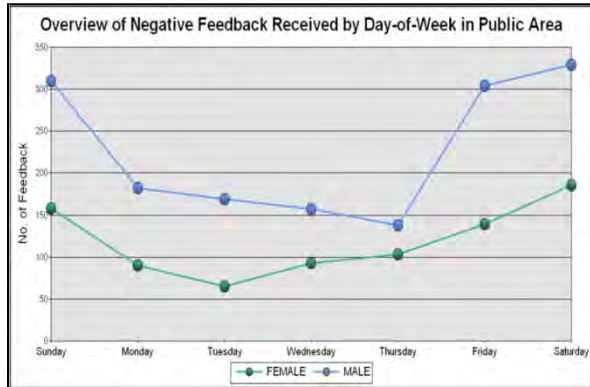|		
ID	:	IFST32010090100162
Date	:	01-Sep-10 14:49:30
Location	:	L3(T)/MS/SL/Toilet (Male) T3-T310
Rating	:	Very Poor
Feedback	:	No Toilet Paper
Contractor	:	Administrator
Status	:	Outstanding
Ack Date	:	
Compl Date	:	

e-Inspection System
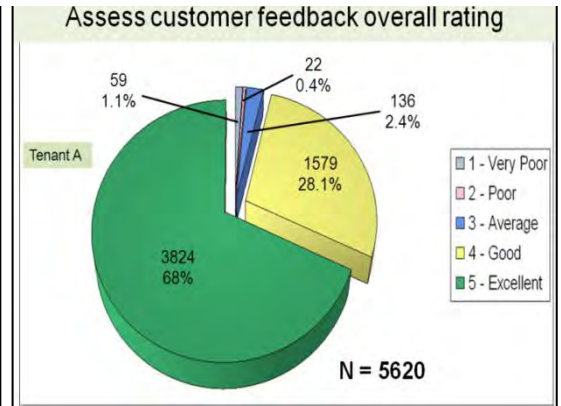
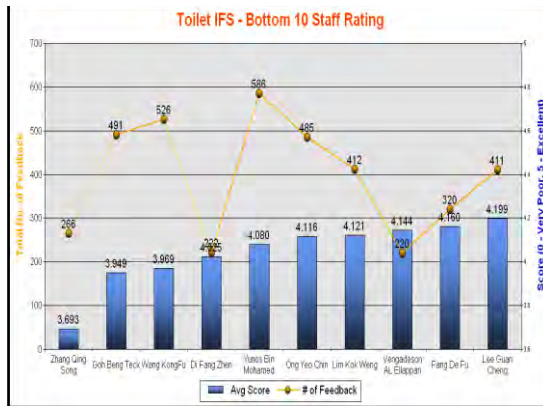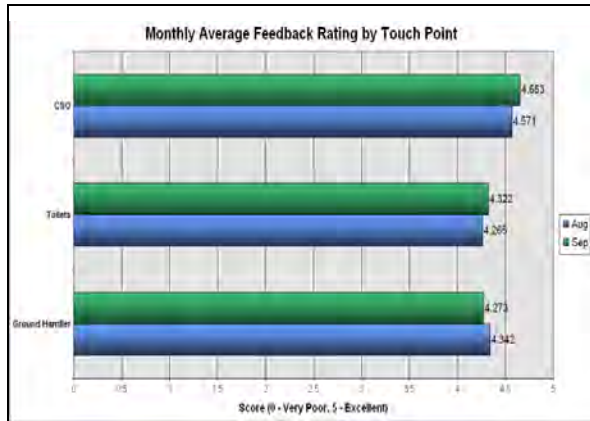SMS
To supervisor in charge

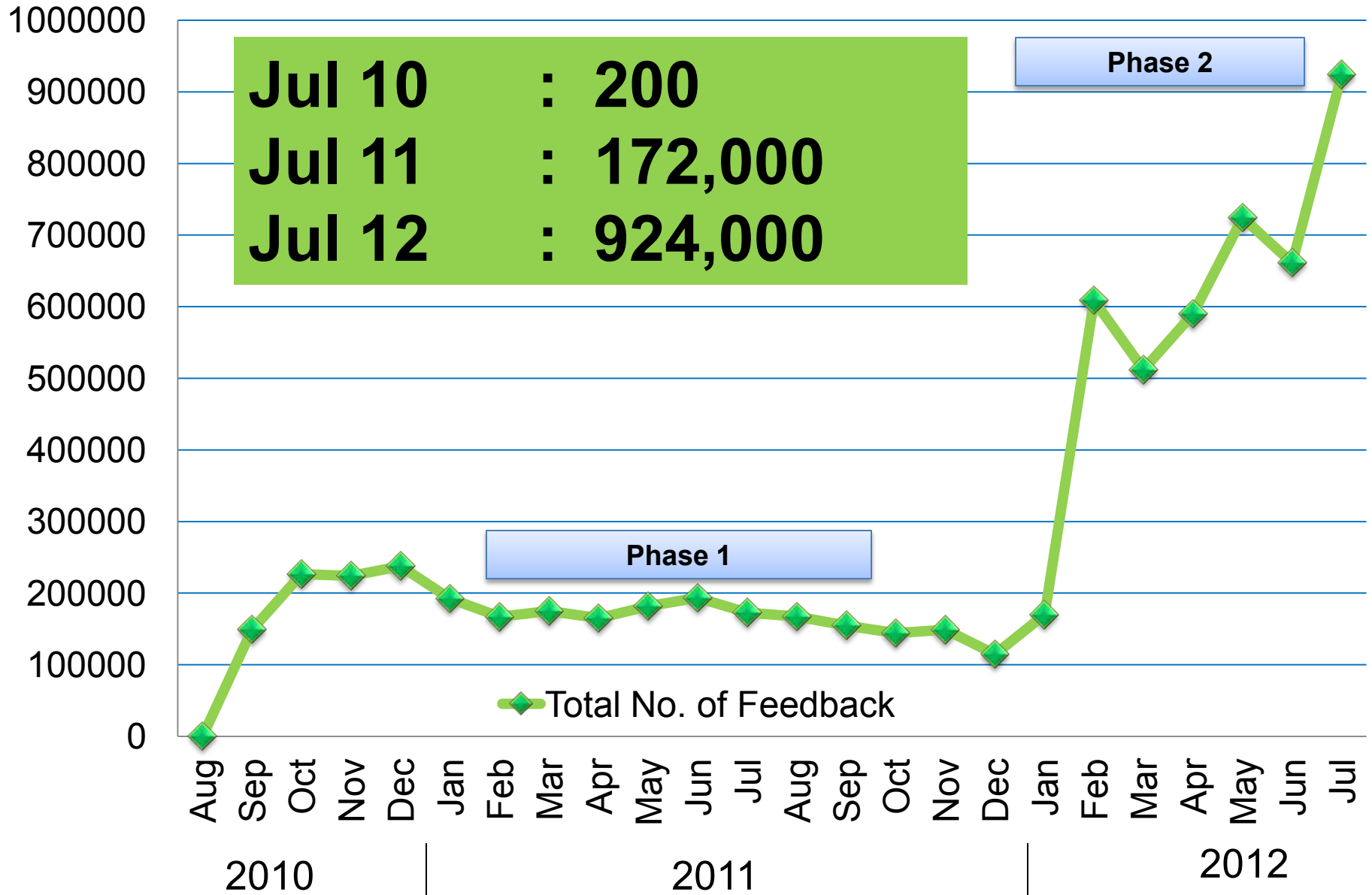To Supervisor's Mobile Handset

Instant Feedback Video Demo

Related Video: [Instant Feedback for Check In and CSO Counters.wmv](#)

Related Video: [Instant_Feedback_for_Washroom_Management.wmv](#)
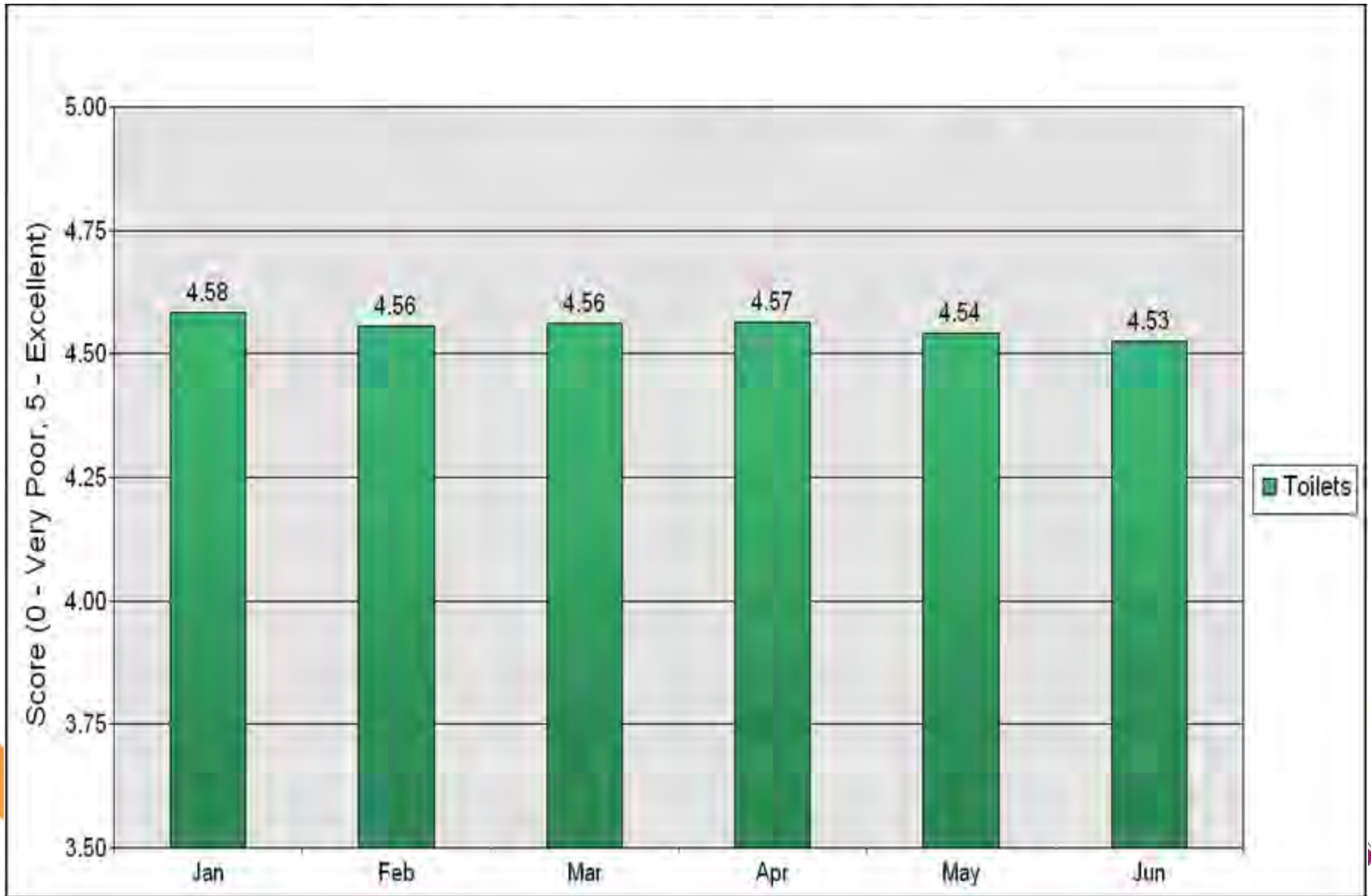
Deploy Business Analytics to enable CAG, partners & tenants to improve customer service
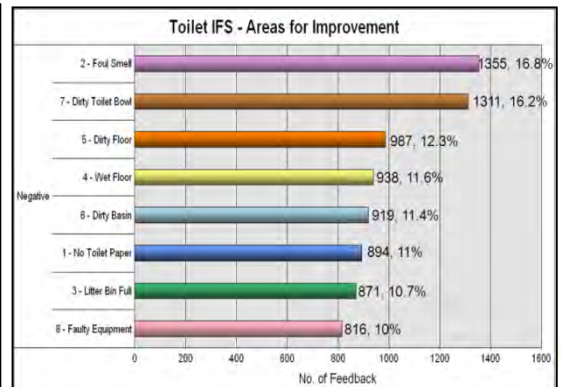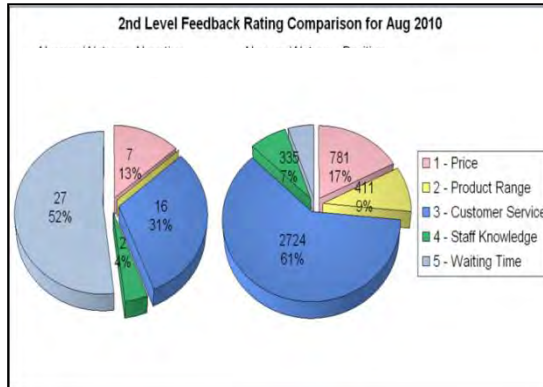
Total feedback gathered from the IFS every month
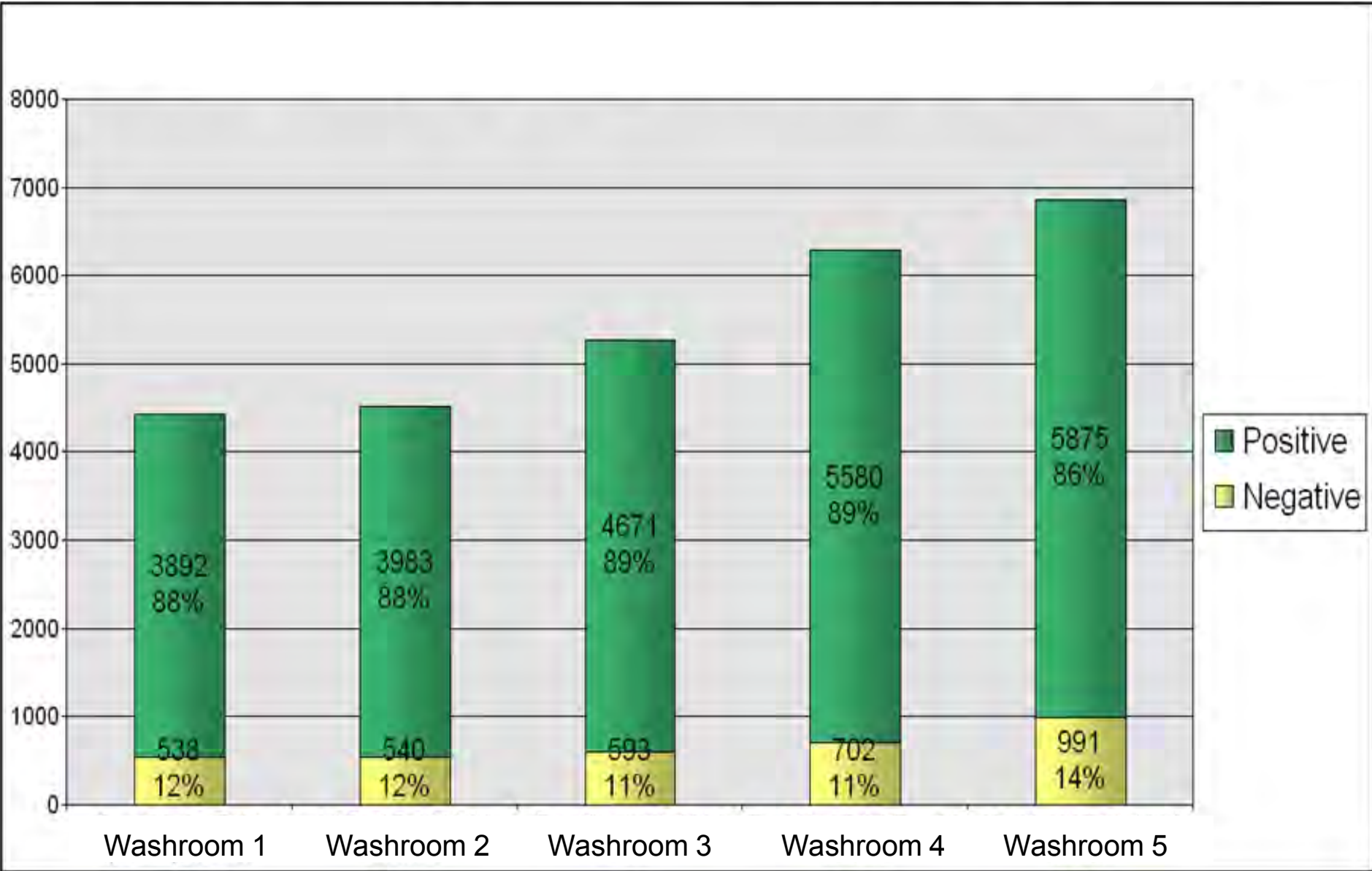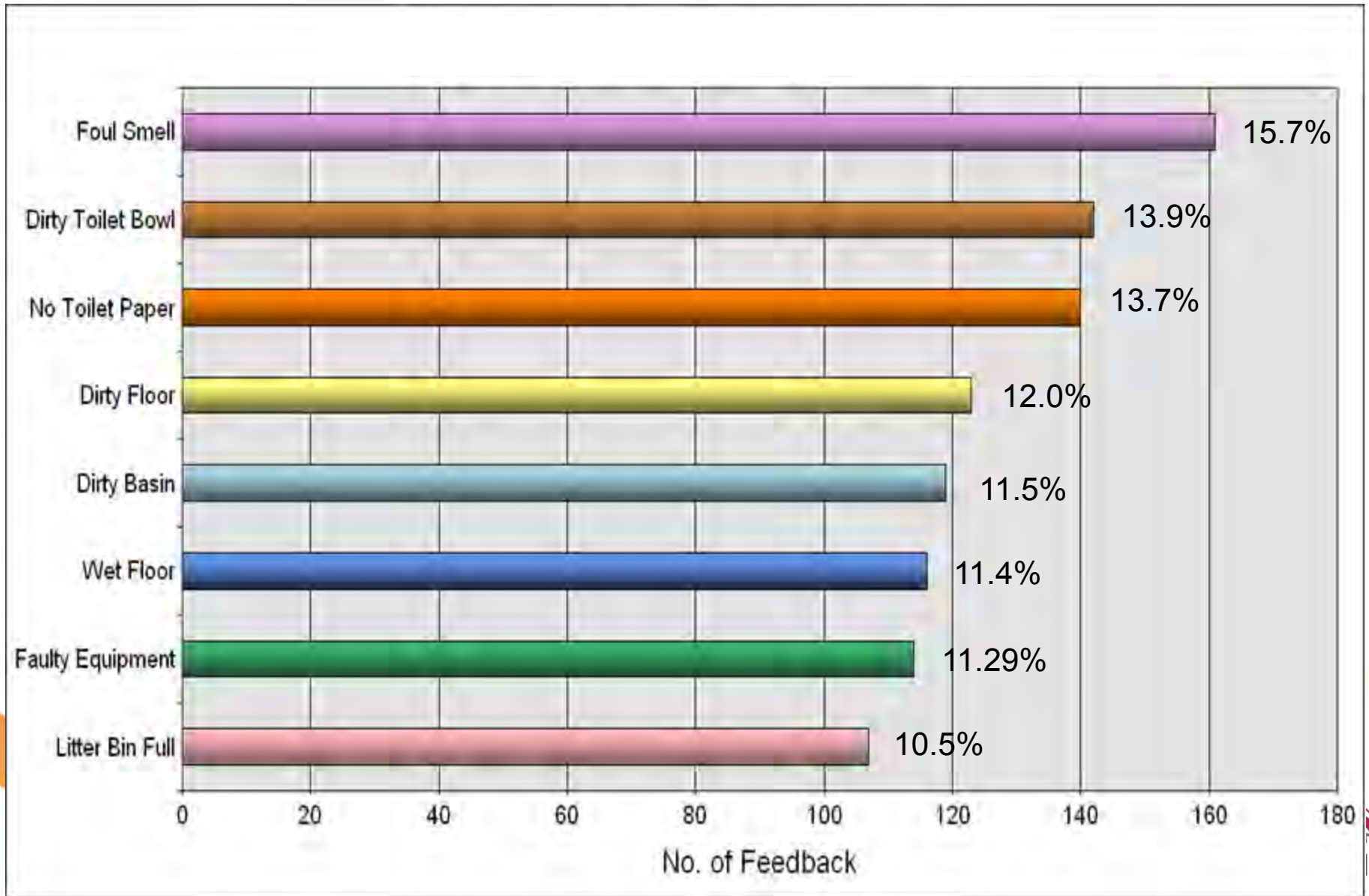
Jul 10 : 200
Jul 11 : 172,000
Jul 12 : 924,000

Phase 2

Phase 1

Total No. of Feedback

2010   2011   2012

Average feedback rating received for Changi's washrooms

Average feedback rating received specific to location

Breakdown: 2nd level ratings for the worst performing washroom

Horizontal bar chart — No. of Feedback:

- Foul Smell: 15.7%
- Dirty Toilet Bowl: 13.9%
- No Toilet Paper: 13.7%
- Dirty Floor: 12.0%
- Dirty Basin: 11.5%
- Wet Floor: 11.4%
- Faulty Equipment: 11.29%
- Litter Bin Full: 10.5%

X-axis: No. of Feedback (0, 20, 40, 60, 80, 100, 120, 140, 160, 180)

Rating scores of cleaning attendants
(top 5 best and worst performing) every month

Chart showing Score (0 - Very Poor, 5 - Excellent):

Staff	Score
Staff A	3.860
Staff B	4.009
Staff C	4.076
Staff D	4.077
Staff E	4.112
Staff F	4.635
Staff G	4.707
Staff H	4.753
Staff I	4.777
Staff J	4.800
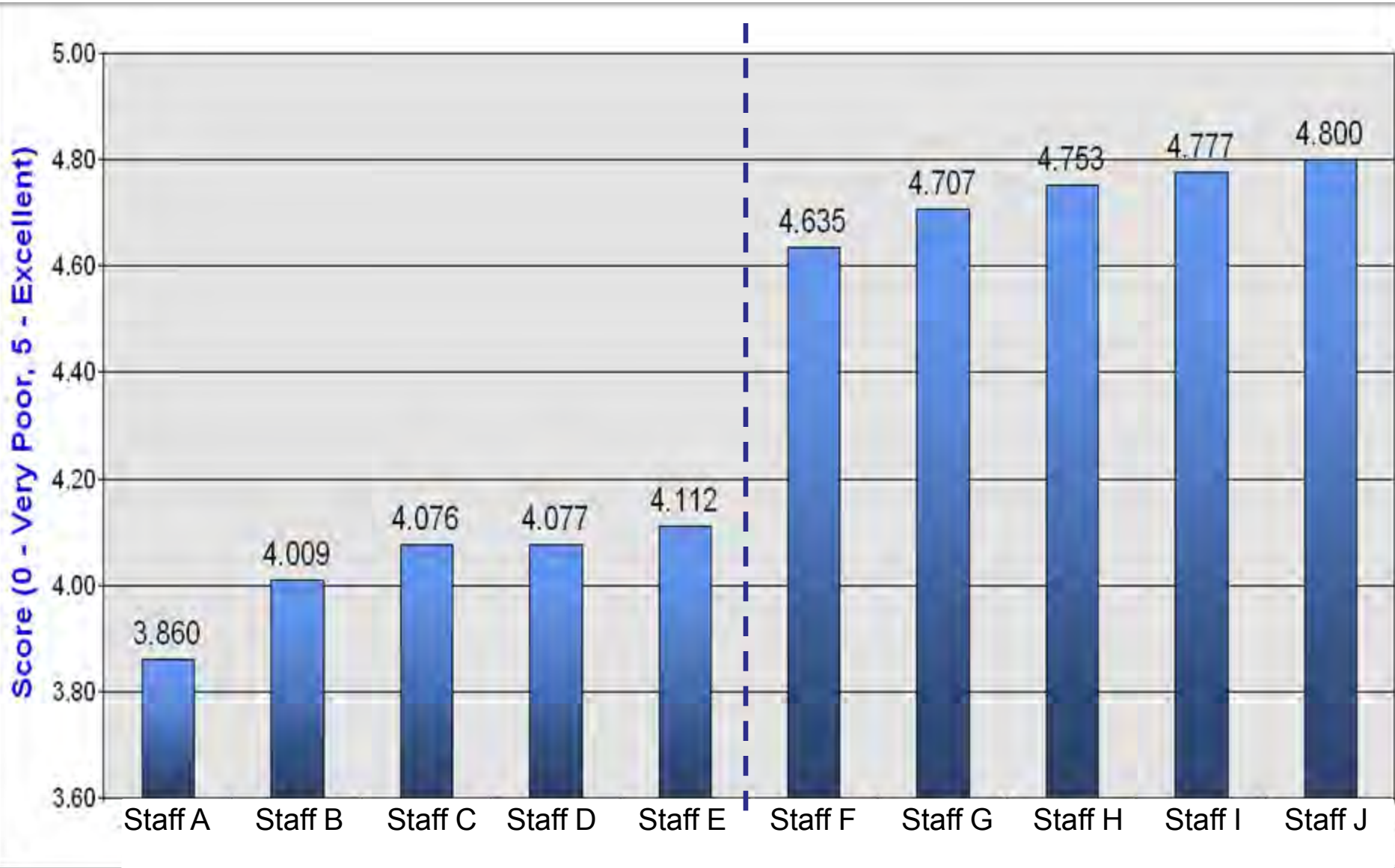
Grow relationships with customers, partners and tenants

Changi Contact Centre deployed the CPTRM Solution

Customer Relationship Management Framework

Enforce unified service level agreement with all partners

Users

CAG | **Partners** | **Agencies** | **Tenants**

Airport Contact Centre

Process & Workflow

Case Is Assigned
- Standard queue
- Premier queue
- Tier 1 queue
- Tier 2 queue

Verify Entitlements
- Level of support
- Primary contact

Identify Solution
- Suggested solution
- Search solutions
- Browse solutions
- Create a solution

Communicate Solution
- Over the phone
- Email template
- Customer Portal

Resolved? Yes / No

Case Closed
- Log call notes
- Close case
- Send survey

Rework the Case
- New information is gathered
- Comments added to the case

Case Is Reassigned
- Brought to the attention of the support manager
- Assigned to a tier 2 rep or tier 2 queue

Case Is Escalated
- Took too long to solve the case
- Need tier 2 help to solve the case

Dashboards & Reports are accessible in real-time by senior management for reference

Extend the CRM solution to airport partners, agencies & tenants to allow for a total customer service eco-system

Passengers /Public
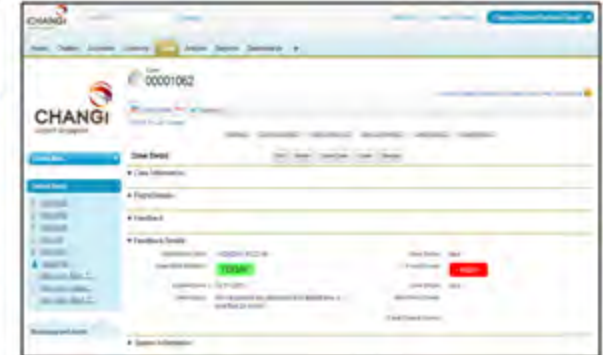
Partners / Agencies

Tenants

Customer Portal

Partner Portal

Tenant Portal

Tenant Portal to provide a single point of view of all feedback across all channels & touch points

Public Feedback Cases

Instant Feedback results

Internal tenant e-inspection results

Tenant CRM Portal

Executive dashboards enable management to perform trend analysis for continuous improvements

Public Feedback CRM Dashboards

Instant Feedback BI Dashboards

Thank You