

Quality of Service Report
Canberra Airport
March Quarter 2014

Introduction

This report provides quality of service information relating to passenger terminal and airfield services provided at Canberra Airport during the period 1 January 2014 to 31 March 2014 (inclusive).

This report is structured around four sections, namely:

- (i) Negative feedback provided by passengers;
- (ii) Positive feedback provided by passengers;
- (iii) Handling of complaints and enquiries by the Airport; and
- (iv) Notifiable quality of service issues.

Negative feedback

Passenger feedback during the period has been collated into negative and positive themes. The top negative themes are listed below, together with relevant detail on each theme.

Top Negative Themes

1. Signage
2. Retail
3. Passenger pick-up

Signage

- The 'signage' theme represented approximately 22% of all negative feedback recorded during the period.
- Signage concerns were raised in relation to access roads to the Airport, at the bus stop and, in some instances, more general statements in relation to signage around the terminal.
- Canberra Airport will continue to monitor feedback in relation to signage on the expectation that general wayfinding concerns will be addressed as the major terminal works are completed, while investigating specific instances of signage deficiencies.

Retail

- Negative feedback on the 'retail' theme represented approximately 13% of all negative feedback recorded during the period.
- The negative feedback on retail related primarily to customer service and pricing.
- Canberra Airport engages its retail tenants in its customer service program (mystery shopper, surveys, feedback monitoring, awards program and training). In addition, while the pricing concerns were relatively isolated, this highlights the importance of the commitment of the Airport and its retail tenants in relation to price benchmarking with comparable off-airport operators. The feedback received during the quarter on all retail issues will be used to drive further improvement in the retail operations of our tenants.

Passenger Pick-up

- The 'passenger pick-up' theme represented approximately 9% of all negative feedback recorded during the period.

- The issues raised in relation to passenger pick-up were the restrictions on kerbside pick-up and the proximity to the terminal of the alternative pick-up location.
- Canberra Airport is currently finalising plans for an alternative passenger pick-up solution which it expects to launch before the end of the calendar year.

Positive feedback

Passenger feedback during the period has been collated into negative and positive themes. The top positive themes are listed below, together with relevant detail on each theme.

Top Positive Themes

1. Terminal design
2. Staff
3. Car Parking

Terminal design

- The design of the terminal, general amenity and quality of built infrastructure continues to rate highly in terms of feedback received from passengers and other users of the terminal. This theme represented some 40% of all positive feedback received during the period.
- The layout, quality, aesthetic and ambiance of the new terminal and car parks are consistently raised in the positive feedback.
- Canberra Airport continues to ‘tweak’ elements of the design and operation of the new terminal in response to feedback and as new initiatives are identified, with the aim to achieve continuous improvement in the quality of service delivered at the terminal.

Staff

- The ‘staff’ theme also continues to rate highly in terms of customer feedback and, in the March quarter, this theme represented approximately 30% of all the positive feedback received during the period.
- The positive feedback on staff relates to the helpfulness and approachability of staff within the terminal – and ranges from assistance with luggage, to assistance with those with special needs and general responsiveness and attitude towards any opportunity to assist customers.
- The strength of this result continues to reinforce for the Airport the tangible benefits being achieved from the staff training and the other initiatives being undertaken to drive a customer service culture across all staff at the terminal.

Car Parking

- The ‘car parking’ theme represented approximately 10% of all positive feedback received during the period, with a similar level of positive feedback being recorded on the quality of the airport website.
- Positive feedback on car parking during the period related pricing and overall design.
- Canberra Airport continues to have the cheapest car parking of the capital city and major regional airports in Australia (and this is not at the expense of quality). The Airport expects to continue its current approach to car park pricing for the foreseeable future.

Complaint and enquiry handling

Canberra Airport targets a 100% response rate in its handling of customer complaints and enquiries. This is not always achievable due to the way in which passengers deliver their complaints, with many electing not to provide a name, let alone an address for a response by the Airport following an investigation of the complaint.

In the March quarter Canberra Airport provided a written and/or verbal response to 98% of the complaints and enquiries it received from passengers, other users of the Airport (i.e. 'meeters and greeters'), and the general public.

Notifiable Quality of Service Issues

A notifiable quality of service issue is triggered when, in a given period, the number of complaints on a quality of service theme are equal to or greater than 0.1% of passenger throughput. Where this occurs, the Airport has 60 days to notify the Commonwealth Department of Infrastructure of the quality of the issue and provide details of corrective action being undertaken to address the quality of service issue.

There were no notifiable quality of service issues during the period.