



XVIII INTERNATIONAL HURRICANE SEMINAR

CUSTOMER EXPERIENCE IN
DISASTER
PREPAREDNESS/EVENTS

Agenda



TRADITIONAL ROLES IN DISASTER
PREPAREDNESS/EVENTS

EVOLUTION OVER PAST TEN YEARS

CUSTOMER EXPERIENCE POTENTIAL ROLES

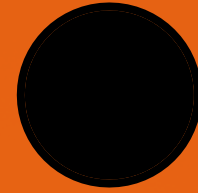
INTEGRATION OF CUSTOMER EXPERIENCE IN
AIRPORT EMERGENCY PLANS

RESILIENCY/RECOVERY UTILIZING CUSTOMER
EXPERIENCE RESOURCES

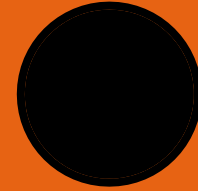
IATA Emergency Plan Template

Air Carrier Focus of External Departments

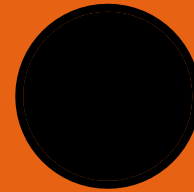
- ❖ Flight Operations
- ❖ In-flight Services
- ❖ Maintenance
- ❖ Airports
- ❖ Cargo
- ❖ Security and Facilitation
- ❖ Statin and Passenger Handling
- ❖ Operations Control
- ❖ Government Affairs



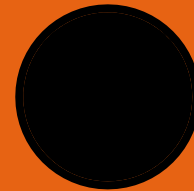
Air Carrier
Internal focus



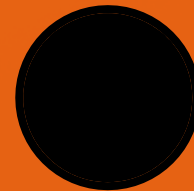
Legal



Risk Management



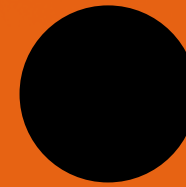
Human Resources



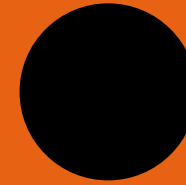
Finance/Planning

ICAO/FAA

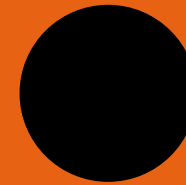
Airport
Emergency Plans
Include:



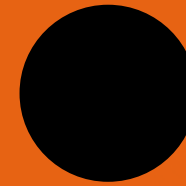
Operations/Security/
Maintenance



Firefighters/Police



Human Resource,
Finance, Planning



Marketing/Public
Relations/Concessions/
Properties

**WHO IS HANDLING
THE PEOPLE?**



EXAMPLE OF HURRICANE ISSUE IN MIAMI



COORDINATION WITH COUNTY



WHAT IS THE ACTION THAT STAFF SHOULD BE TAKING AS WE LOAD FOLKS ONTO BUSES TO BE TAKEN TO A SHELTER?



Which airport department takes care of this function?

- ❖ Operations
- ❖ Security
- ❖ Maintenance
- ❖ Human Resources
- ❖ Financial
- ❖ Planning
- ❖ Capital Analysis
- ❖ Marketing
- ❖ Public Relations
- ❖ Commercial Operations
- ❖ Properties
- ❖ Air Service

TRADITIONALLY – MOST LIKELY MARKETING/PUBLIC RELATIONS

Now: Customer Experience Staff

PRIORITY TASKS FOR AIRPORTS

Ensure
Customer
Safety

Maintain Essential
Airport Functions
and Local
Continuity

Maintain Business
Management


FEMA Guideline Principles

Community



Seniors, Children and
People with Disabilities





ACRP SYNTHESIS 115 – INTEGRATION OF CUSTOMER EXPERIENCE STAFF INTO TRADITIONAL AIRPORT EMERGENCY PLANS

EVOLUTION OVER THE PAST TEN YEARS

Airlines control

Airport Control
focused on
operations

Airport
Integrated
Approach

CUSTOMER EXPERIENCE STAFF INCLUSION

▶ Past



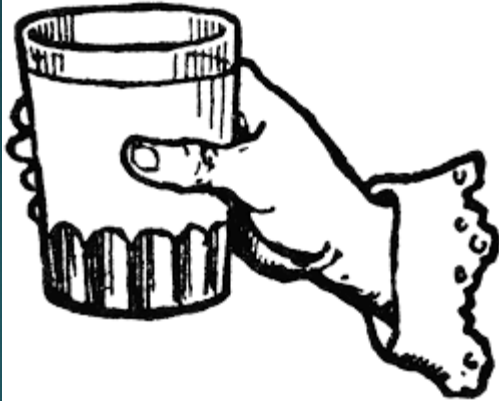
▶ Present



▶ Future



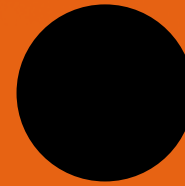
Change from Passive to Pro-Active Roles



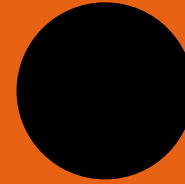
Social Media

Customer Experience Role

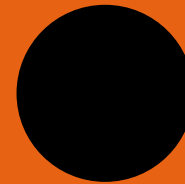
Customers want to provide their thoughts – whether you want to hear them or not.



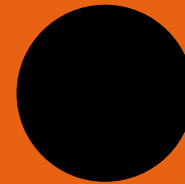
Communication to airport



Communication from airport



Communication to media

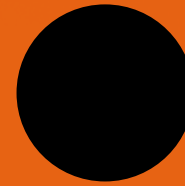


Communication to others

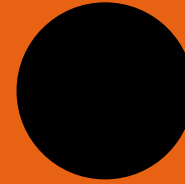
Passenger Profile

Customer Experience Role

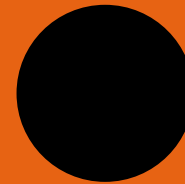
CX must stay in tune and know the characteristics and needs of the travelling public.



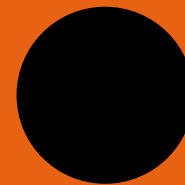
Review the airport passenger profile



Know travelers with disabilities travelling and their needs



Understand the composition of travelers



Ex: How many wheelchairs will be needed to transport seniors or people with disabilities

Family Assistance

- ▶ Customer Experience Staff
- ▶ Airlines were mandated but welcome airport assistance.
- ▶ CX staff can assist with communication and onsite handling because of their training on how to deal with people in various stages of anxiety.



MIA issue in hurricane



CX SUPPORT FOR AIRPORT STAFF



INTEGRATION OF CUSTOMER EXPERIENCE STAFF – NEW EVENTS



***Thank you for your
attention***