



The importance of **engaged employees** in the workplace and the impact on the bottom line of a **successful employee engagement programme**

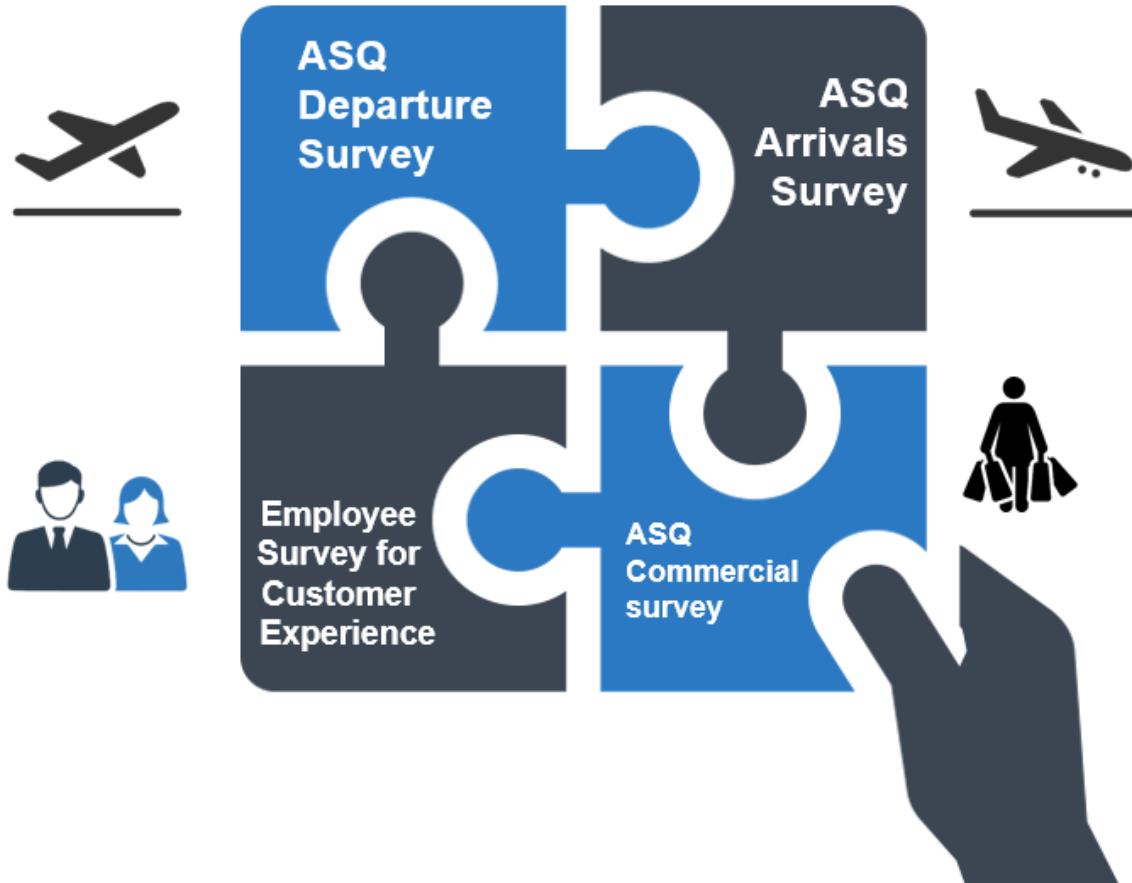


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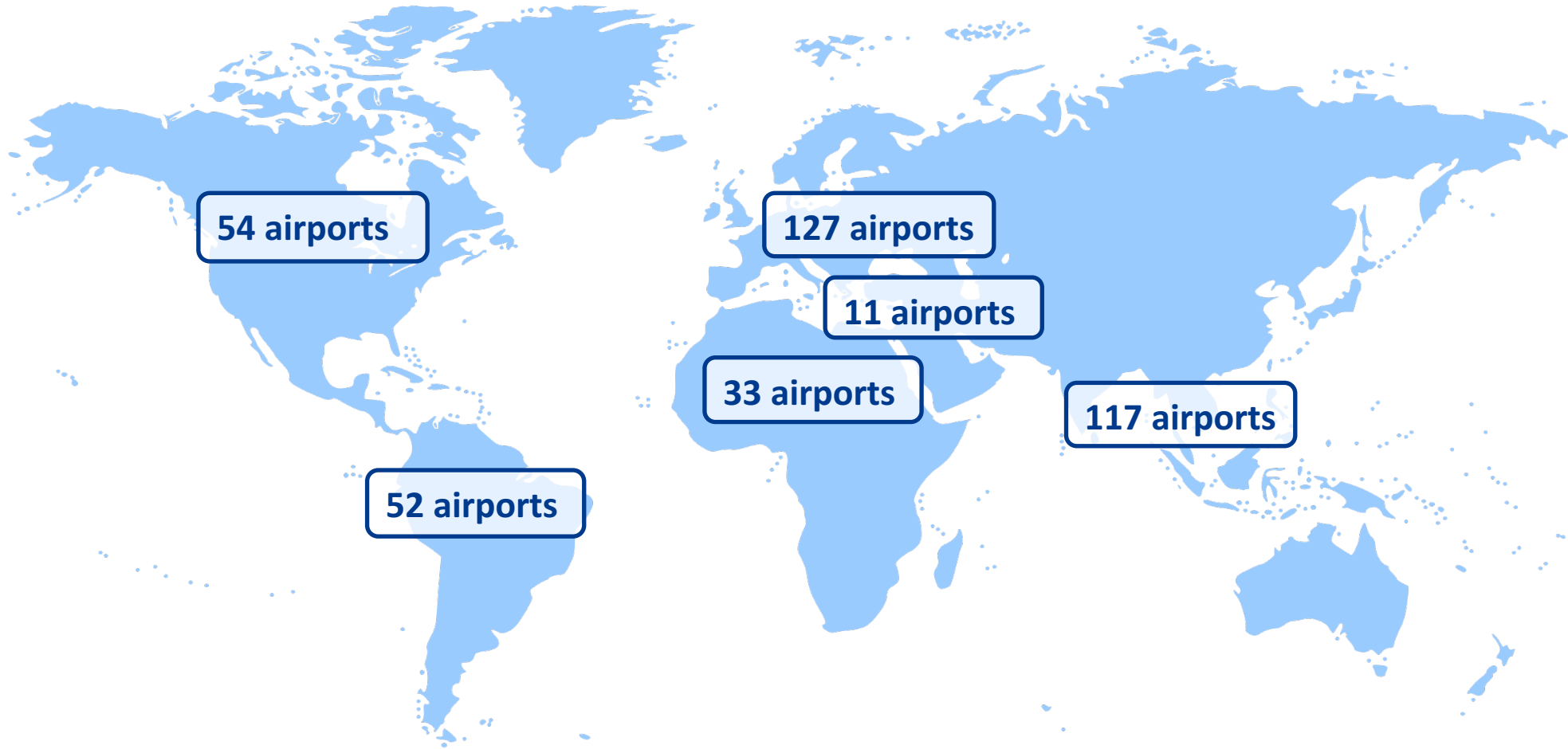
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To have a collective impact, you need first teamwork.
So, what makes a great team member?

Great team member

Constantly **reliable** day in and day out

Communicates **constructively, respectfully** and **listens actively**

Committed to getting the job done, does **more than asked**

Exhibits **flexibility, tolerance to ambiguity and stress**

Cooperates, actively participate and offers help

Places the **team's objective above its own**

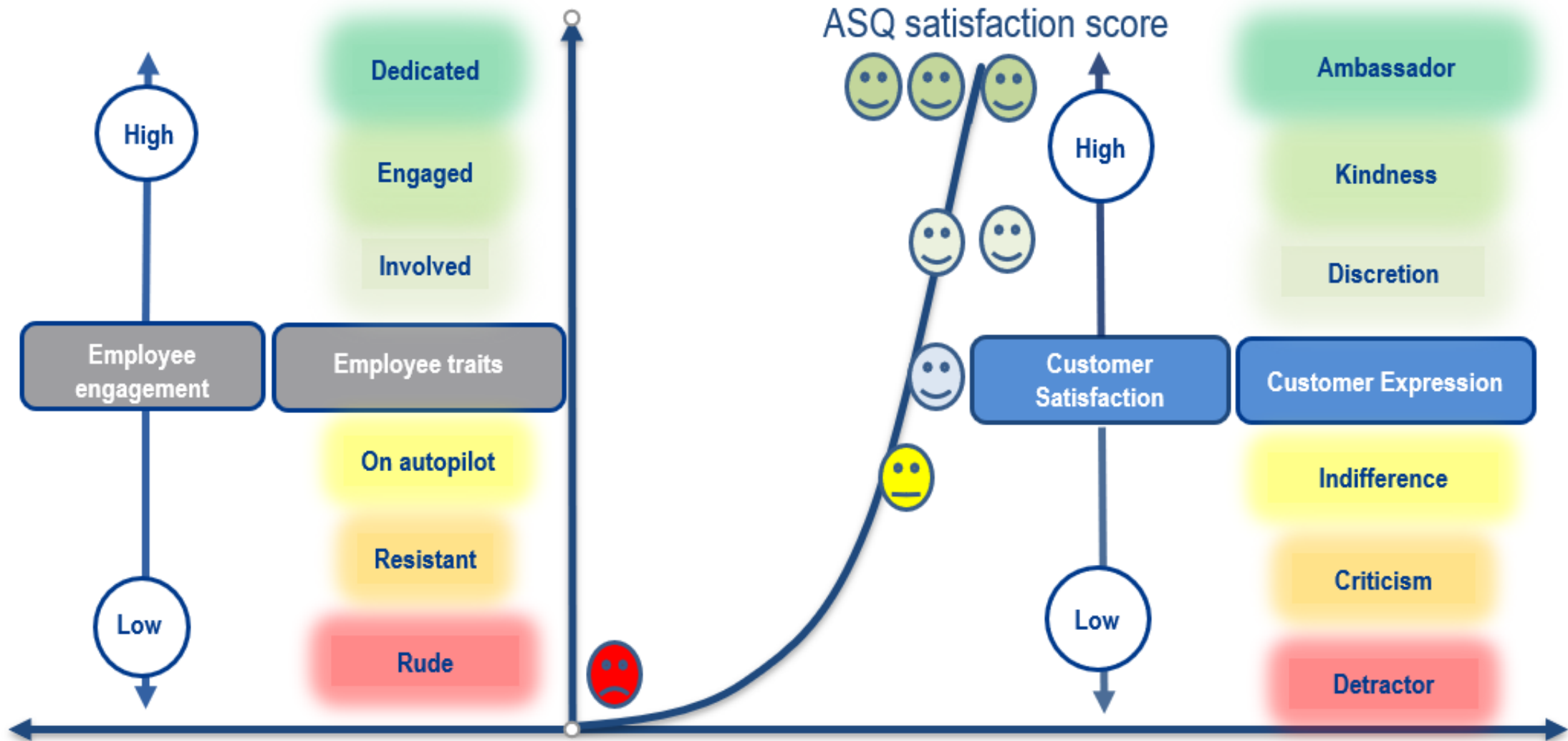


Why a great team member is also an engaged employee

- An engaged employee is not only happy and loyal, but is also passionate and committed
- If you keep your employees engaged, the employees will keep your customers satisfied about their experience
- Customer experience is mainly driven by emotions
- You can have all the technology innovations that you dream about, **human touch is one of the most important driver of the customer experience and satisfaction. This is the power of people, the power of creating emotions!**



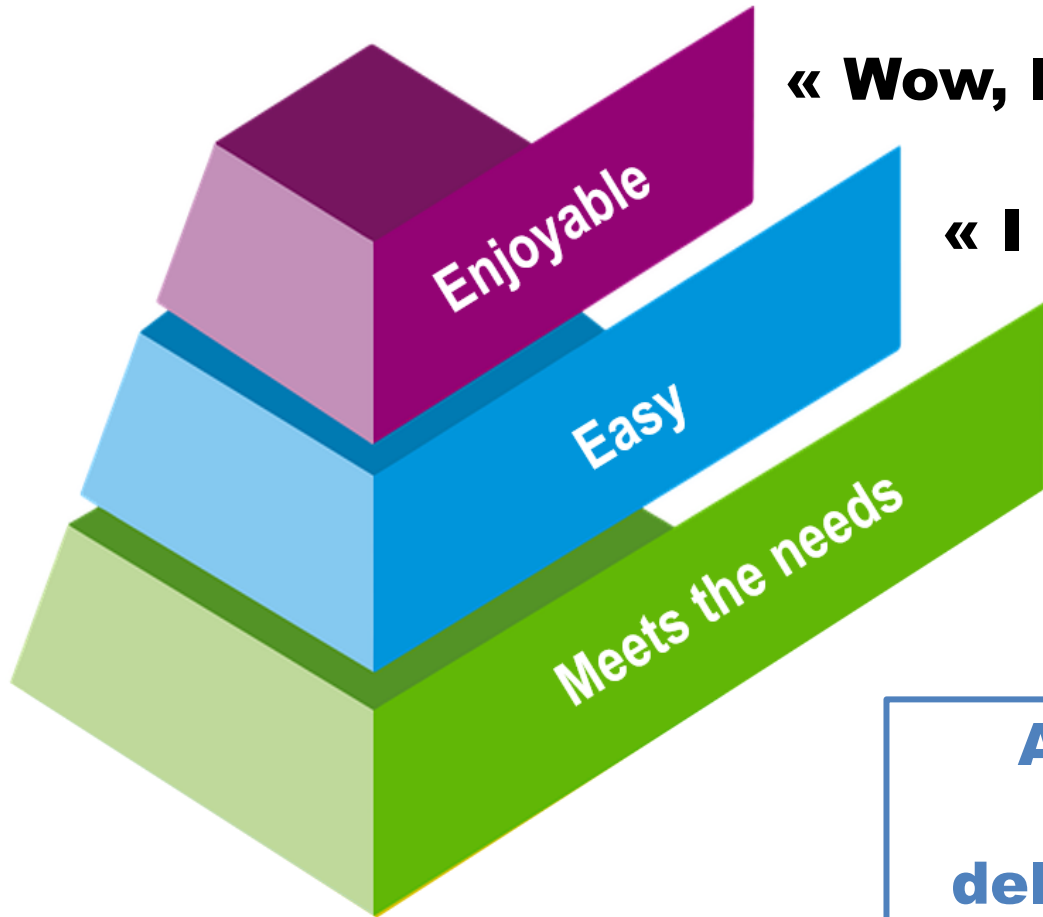
Symmetry of emotion*: Employee engagement impacts customer sentiment



* Source: Symmetry of attention, adapted from Cap



The Customer Experience Pyramid*



« **Wow, I felt good about that** »

Emotional connection made

« **I didn't have to work hard and I will probably come back** »

« **I accomplished my goal but there is nothing special about it** »

Airport employees that are engaged, have the desire, ability and determination to deliver an outstanding customer experience

* Adapted from Manning H., Bodine K., Forrester Research, *Outside In*. New York: New Harvest, 2012.



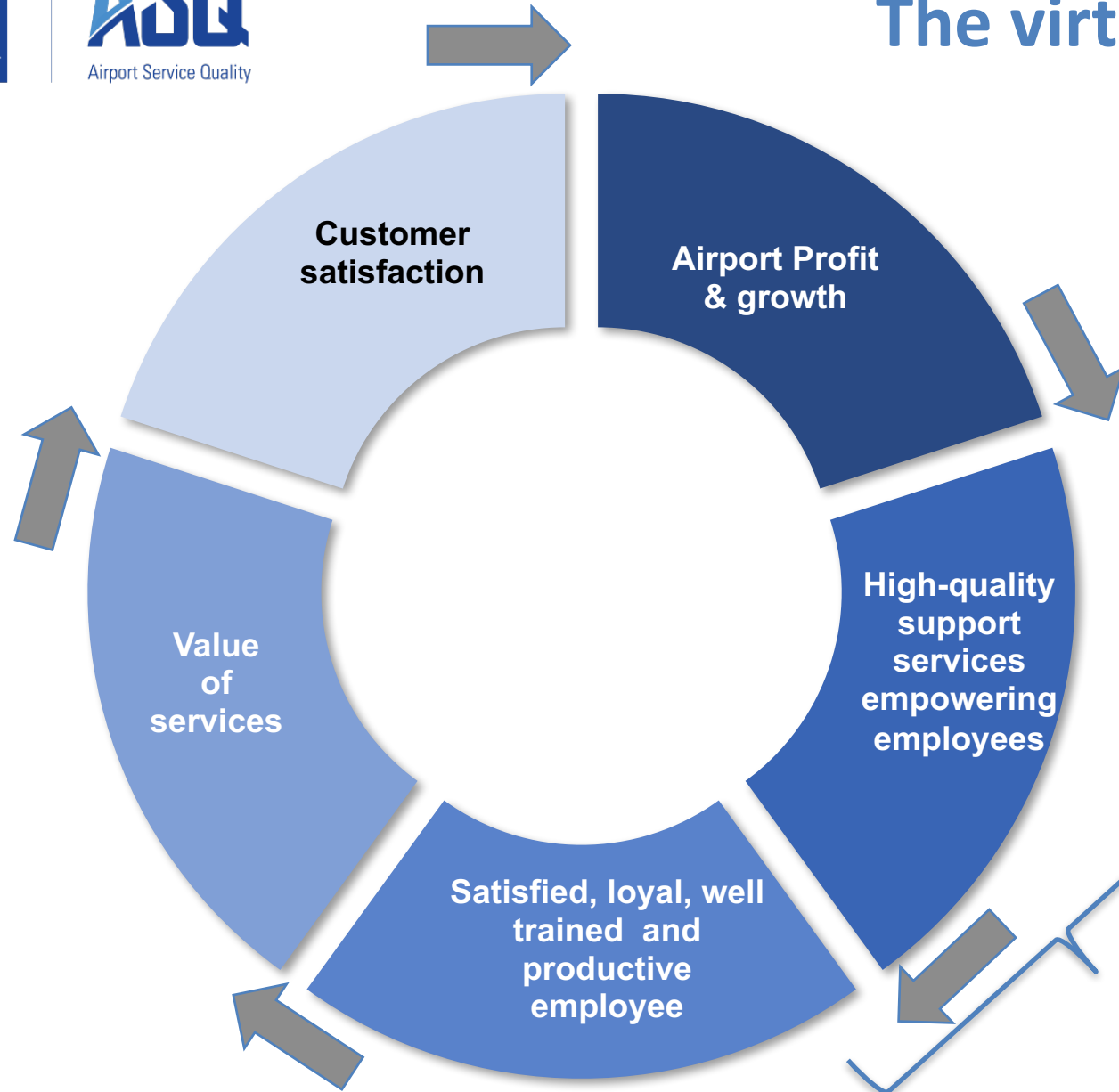
The bottom line...

“Companies that make employee engagement and customer engagement a priority have a positive shift in the overall business success.” *

* The Exceptionally Human Airport Experience by Brian Shapiro



The virtuous circle of profits...



An employee engagement programme will facilitate these elements

Does passenger satisfaction increase airport non-aeronautical revenues?

An increase of 1% in the global passenger satisfaction, as defined in the ASQ Survey, generates on average a growth of non-aeronautical revenue of 1.5%.



Source: 2016 ACI Report *Does passenger satisfaction increase airport non-aeronautical revenue?*



Final equations...

- Engaged team members collectively contribute to customers satisfaction which in turn directly impact revenues and profits**
- A successful employee engagement programme will certainly facilitate the enrollment of employees**



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Thank You