



## Customer Experience @Amsterdam Airport Schiphol



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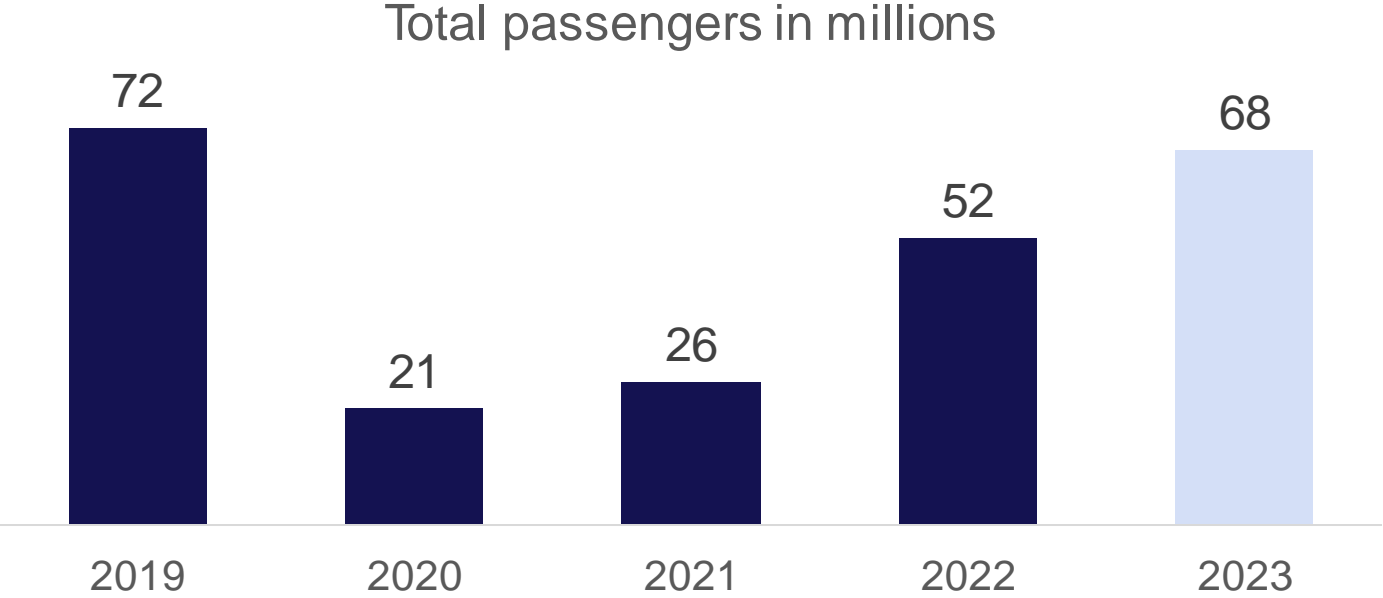




# Facts & figures



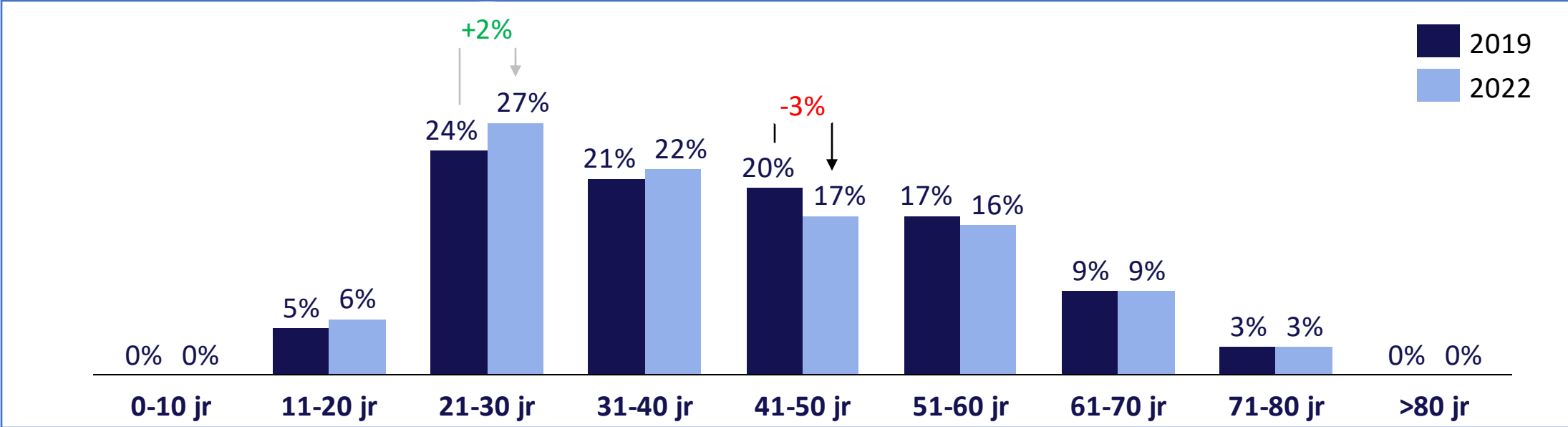
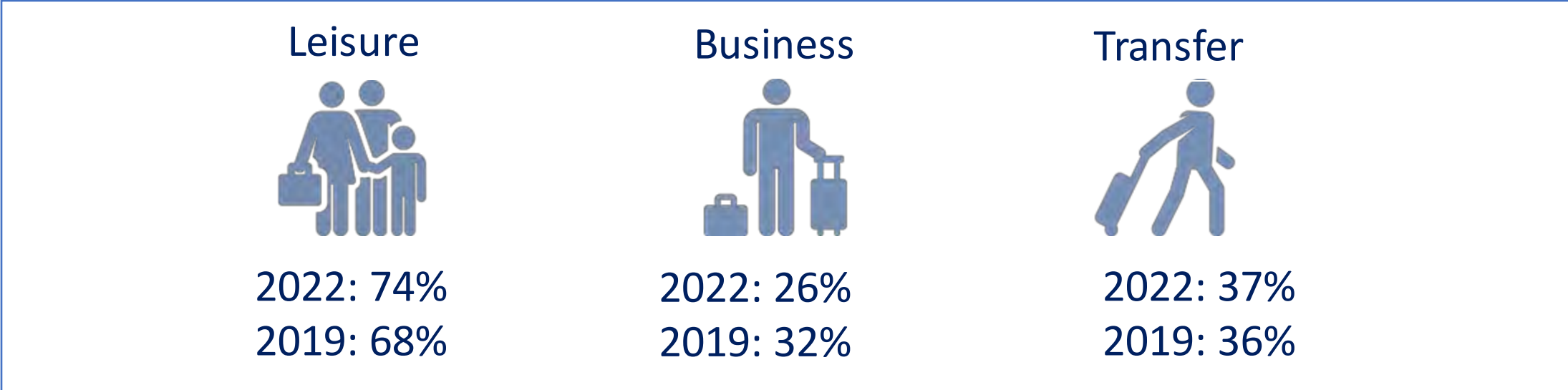
# Ongekende fluctuaties in passagiers aantallen



(in millions of passengers, excluding transit direct)

Istanbul IST	64.3
London LHR	61.6
Paris CDG	57.5
Amsterdam AMS	52.5
Madrid MAD	50.6
Frankfurt FRA	48.8
Barcelona BCN	41.5
London Gatwick LGW	32.8
Munich MUC	31.6
Paris ORY	29.2

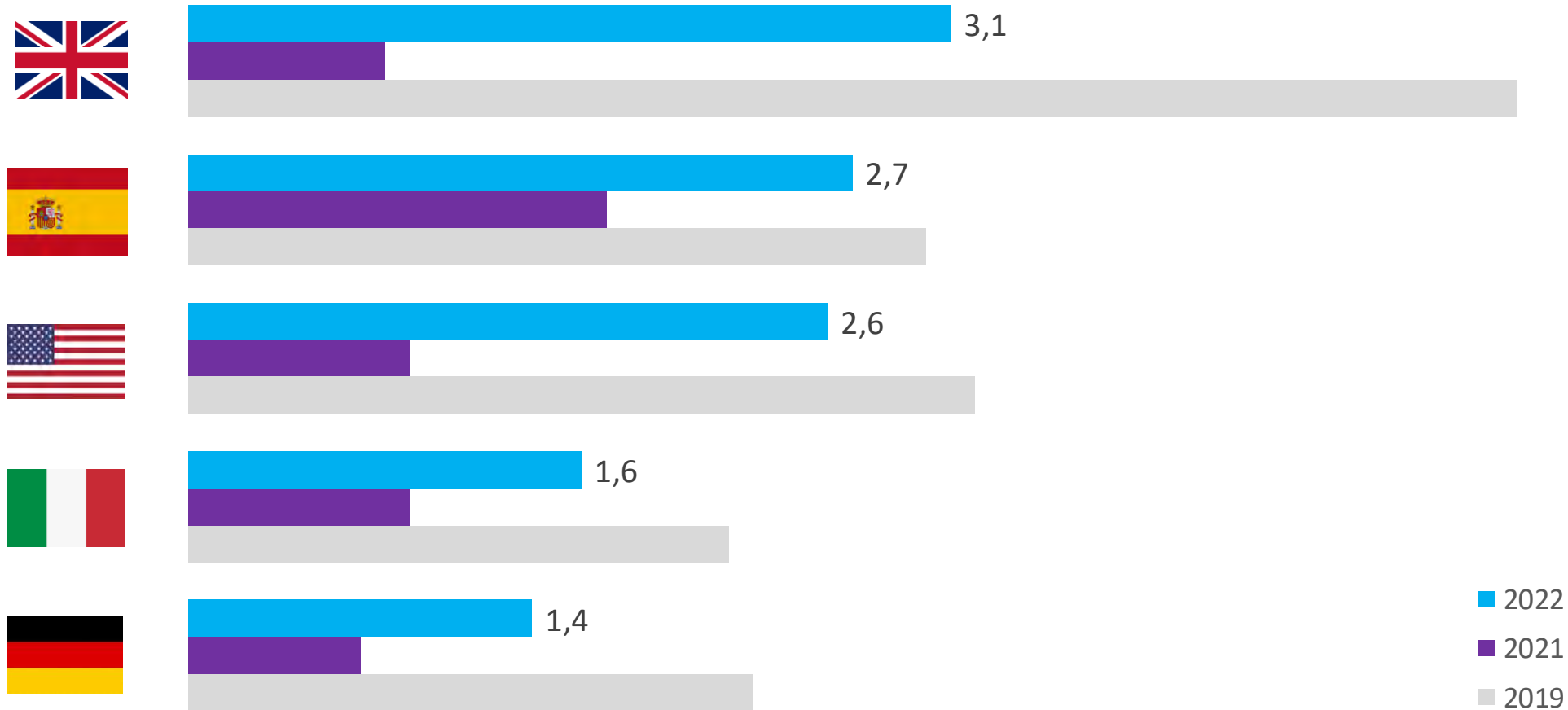
# Wijzigingen in passagiersprofielen: Meer leisure en jongere leeftijd





# Bestemming UK na Brexit weer terug als grootste bestemmingsland

(vertrekkende passagiers x 1 miljoen)



# Gebruik van openbaar vervoer neemt weer toe



## Transportation

(Base: OD passengers)



Public transport (train + bus)

45%



Brought by car

23%



Taxi

16%



Car parked during trip

11%



Other (Rental car, walking, hotel/charter bus)

5%



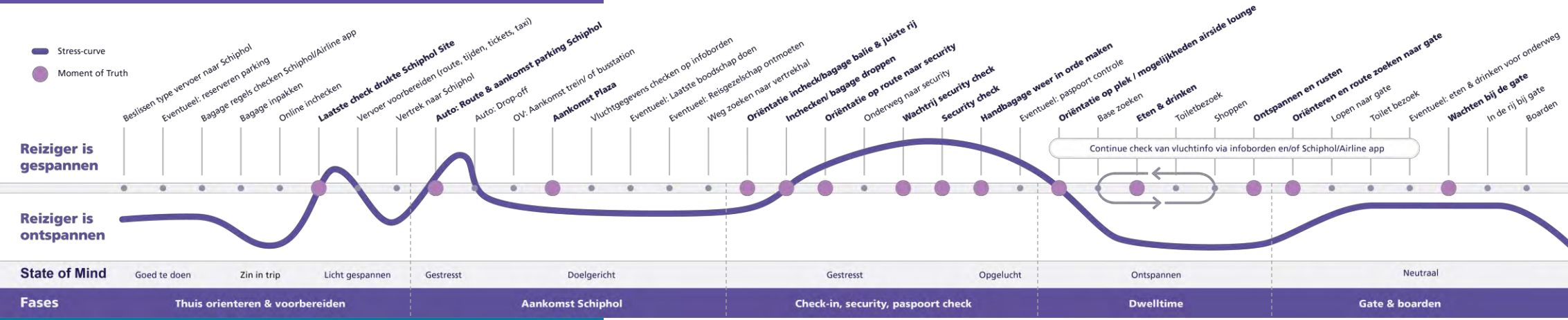


# Passenger insights

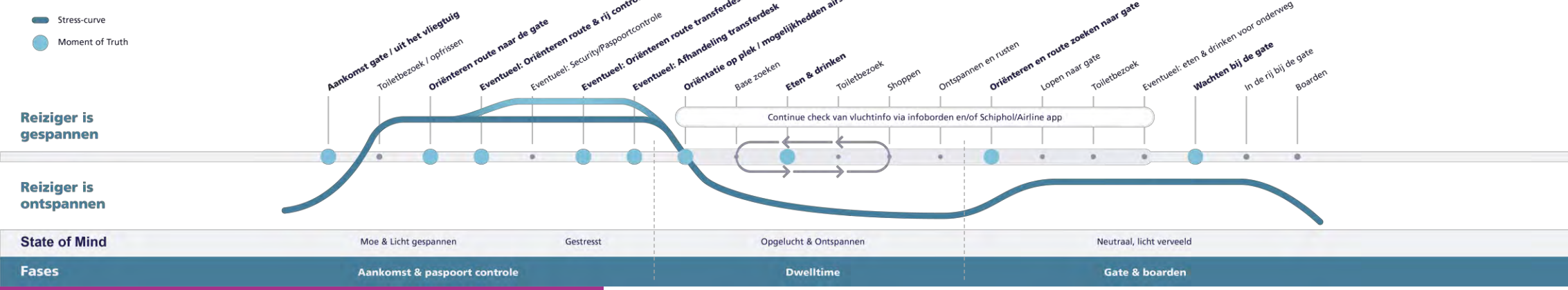
Hoeveel 'touchpoints'  
doorloopt een passagier  
voordat hij op Schiphol in een  
vliegtuig zit?



# Vertrek journey: zo zorgeloos mogelijk vertrekken



# Transfer journey: zo comfortabel mogelijk verblijven



# Aankomst journey: zo snel mogelijk naar huis



## Basis behoefte passagiers: 'ontspannen op reis'

- ✓ Vertrek journey:  
*zo zorgeloos mogelijk vertrekken*
- ✓ Transfer journey:  
*zo comfortabel mogelijk verblijven*
- ✓ Aankomst journey:  
*zo snel mogelijk naar huis*



# Passenger experience maandscores





Ons passenger experience plan



# Connecting your world

Creating the world's **most sustainable**  
and **high quality** airports



Quality of  
**Network**



Quality of  
**Life**



Quality of  
**Service**



## Enablers

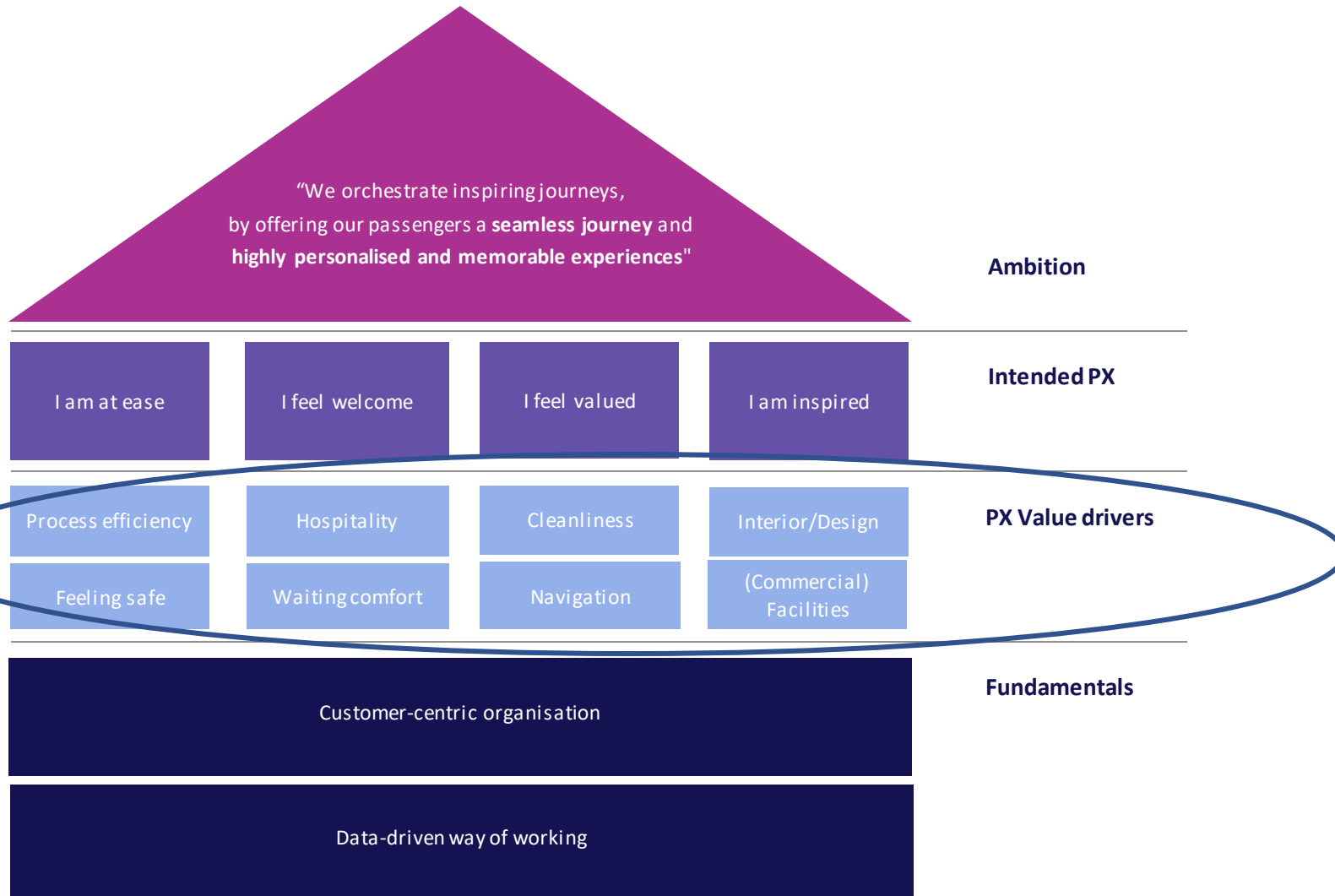
Safety first

Robust organization

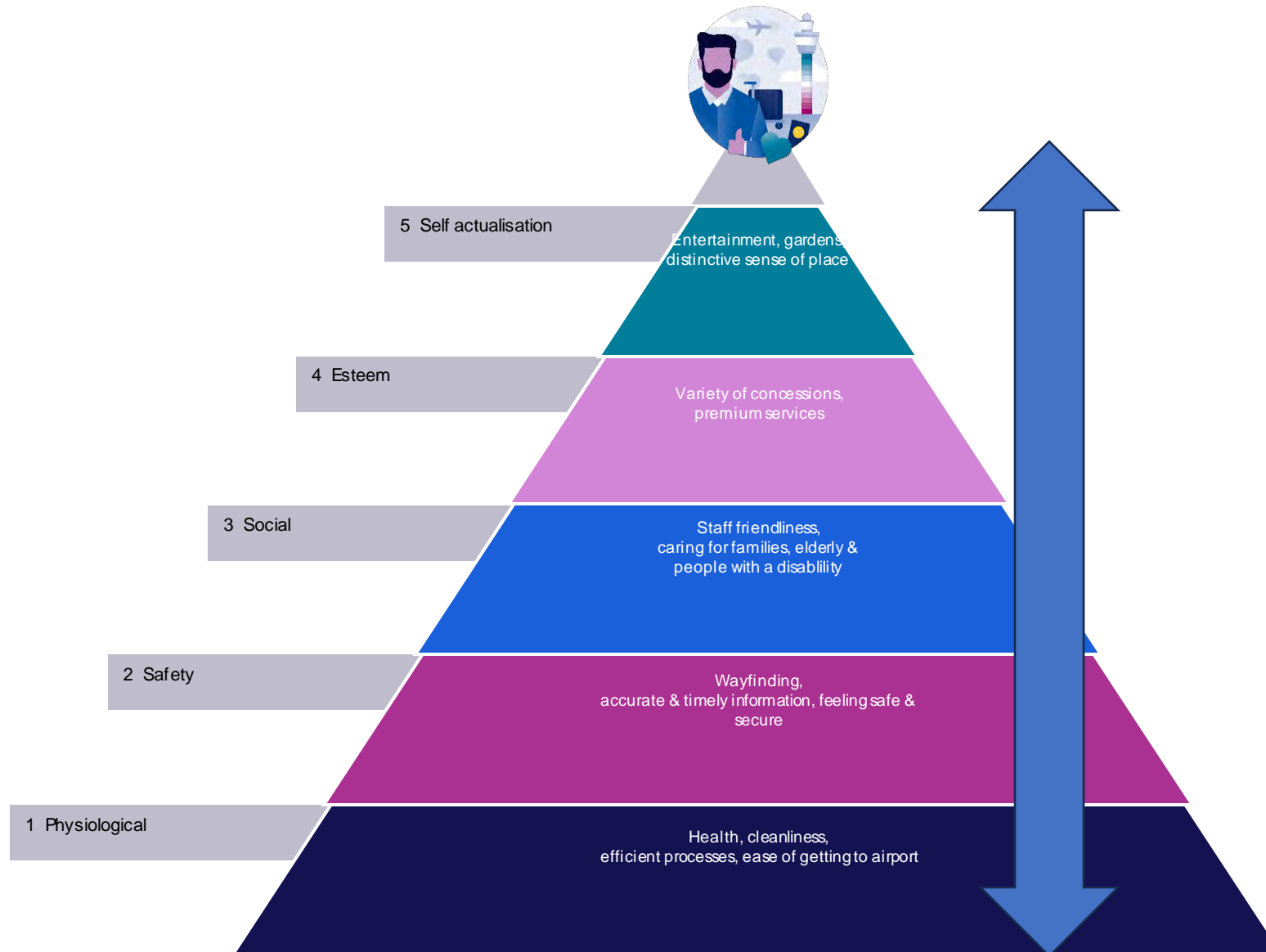
# Top Performance Indicators resultaat 2022



# Onze ambitie is terug in de top 3 van Europese airports middels een NPS van +50



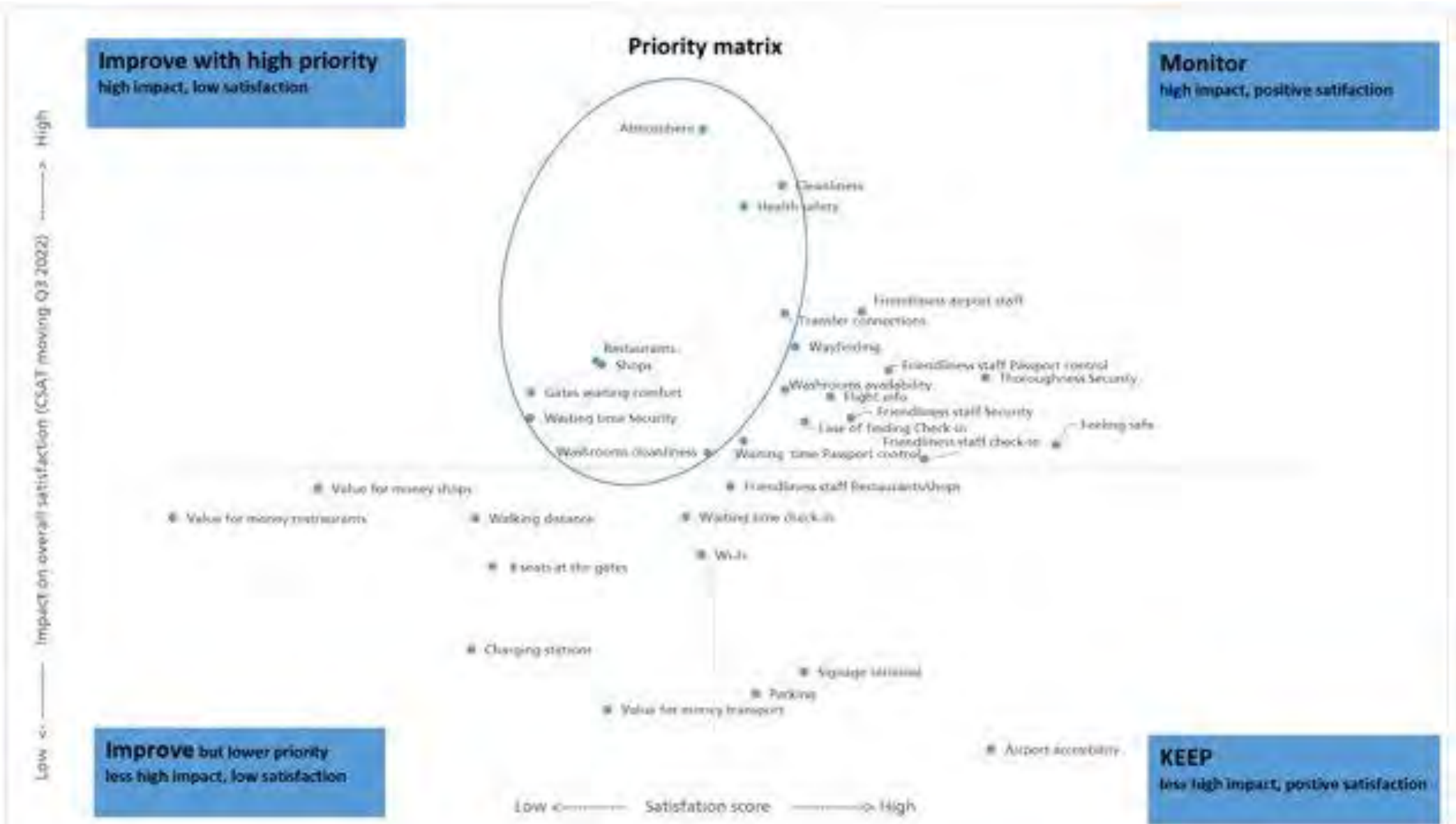
# PX strategie 2023 en 2024



**Step by step climb up to higher customer needs**

**Primary focus: regaining trust and improving essential needs**

# Onze PX prioriteiten matrix: high impact x lage performance



# Onze 5 key PX priorities

Stress free  
journey



Commercial  
facilities



Waiting comfort



Atmosphere



Cleanliness



**Never waste a good crisis!**

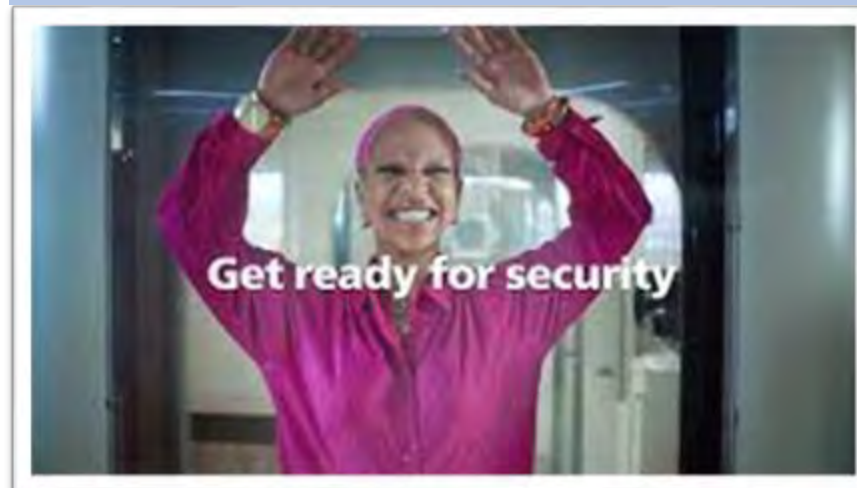


# Veel nieuwe PX initiatieven

Trolley service & entertainment



Passenger behavior



Claims Customer care



Hospitality





# Samenwerken is key!

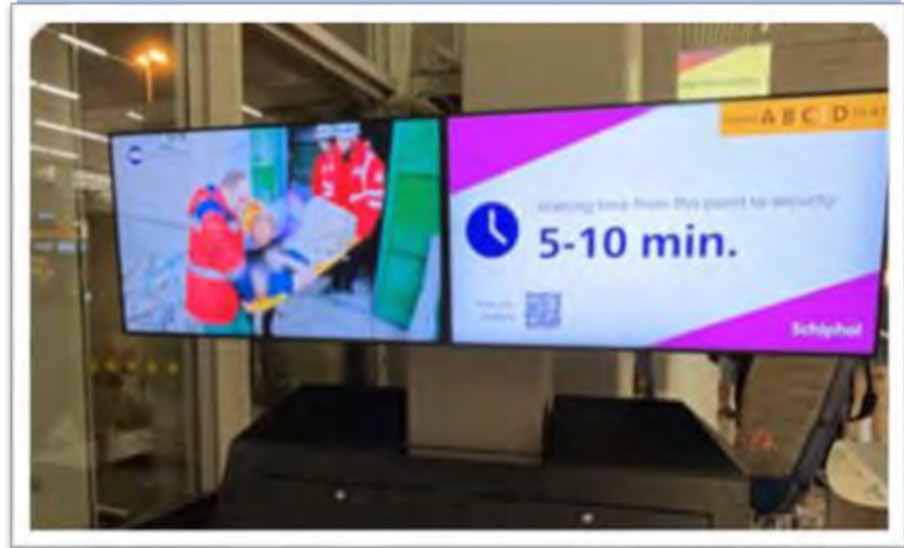
Recruitment 850 security officers



Mobile cleaning teams



Passenger information



Security timeslot



## En, altijd blijven luisteren naar de klant!



A woman with long dark hair, wearing a colorful striped sweater and pink pants, is smiling and taking a selfie with her smartphone. She is standing in a cheese shop with various cheese displays. In the foreground, there is a purple suitcase with a bag on top that says "Love to see you bag" and "Schiphol". A sign in the background says "Cheese" with a smiley face. The shop has large windows and a curved wooden display counter filled with cheese wheels and packages.

**Thank you!**