AIRS@T FORUM

Montreal, Canada
1-2 October 2019

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AIRS@T FORUM

Day 1

12:00 **Registration**

12:30 **Networking lunch**

14:00 **Get to know Airs@t**

Understand the Airs@t advantage including Airs@t's strength in its methodology. Discover how Airs@t, the Passenger Satisfaction Benchmark product, may support your activities in the area of Customer Experience.

14:45 **Individual sessions with Airs@t Team**

We invite every airline representative to take advantage of an individual session with the Airs@t Team to discuss their needs related to passenger satisfaction tracking, and to learn how Airs@t can fit into their airline's Customer Experience strategy.

16:00 **End of Day 1**

19:00 **Networking dinner**

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Day 2

10:00 **Journey to a comprehensive Voice of Customer program**

Edouard Piquet, SVP Customer Experience, Aeroméxico

Using the NPS as the "anchor question", how do you evaluate each attribute in your survey questions? Do you use top box, top-2-box, average score, promoters – detractors? What is the best indicator that will allow you to capture and evaluate significant changes in each attribute? See the Aeroméxico solution which is driving real change in the organization towards passenger centricity.

10:30 **Networking break**

10:50 **Elevating the Human Experience**

Francesco Fazio, Principal, Deloitte

The past twenty years have been the generation of the customer. However, even as many products and services have gotten ever more advanced, styled and technology-rich, the customer advantages formerly fueled by branding and manufacturing are dissipating. Building a human experience (HX) is the only advantage that will survive this technology-fueled revolution. Francesco Fazio, Deloitte Principal, will discuss how to elevate the human experience for customers, partners and the workforce, unlocking exponential growth.

11:20 **Winning over a traveller**

Michel Dubreuil, Manager, Research, Destination Canada

Understanding a traveler's decision journey with a path-to-purchase conversion model - how to convert interest in visiting a specific country into an actual travel? Journey to boost the attractiveness of Canada as a holiday destination in a competitive landscape.

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11:50   **Group photo**

12:00   **Lunch**

13:15   **Leveraging industry passenger insight**

Dimitri Coll, Director, ASQ, ACI World
Capture insight connected with the passenger experience at the airport: get to know passenger personas, discover the influence of culture on perception of the airport customer experience and understand what drives customer satisfaction.

13:45   **Airport customer experience design**

Juergen Renner, Principal, IATA Consulting

With the number of passengers expected to reach 8 billion by 2037, are airport terminals operating at the OPTIMUM Level of Service to meet the growing demand? Airport performance assessment as an essential part of the journey to reach excellence in customer experience.

14:15   **Where will the future take us? Passenger preferences in a nutshell**

IATA

Discover the latest trends in passenger preferences through the IATA Global Passenger Survey highlights. What is the main pain point of passengers during boarding? What would passengers like to be notified about when travelling? How important is having wi-fi on board?

14:45   **Networking break**

Last chance to network with your airline peers and the Airs@t Community.

15:15   **End of the Forum**