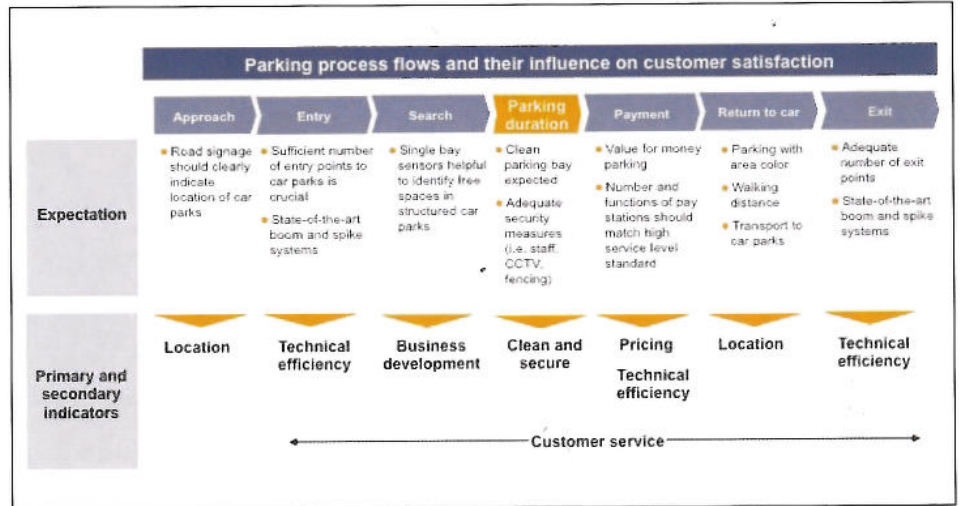


ENHANCED CUSTOMER ORIENTATION AT AIRPORT CAR PARKS

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Various institutes have forecast a 3-5% decline in passenger numbers in 2009. Until we see an upturn, airports should concentrate on the utilisation of their assets, such as efficient car park management at the airport. The car park EBITDA return is one of the highest among aviation-related business units and varies between 70% and 80%. In addition, car park revenue is one of the highest non-aeronautical sources of income and it is crucial that the car park operations are managed efficiently. A method to steer and monitor passenger interest is the continuous measurement of customer satisfaction. This method can also be applied to the car park business as it supports successful business development and customer retention.

The primary aim of car park customers is to find a car park location easily and to select a product depending on their needs at the related price (primary indicators). These are the two critical success factors which are generally monitored by the operators. However, if a customer/



driver is not satisfied with the processes at the car park and/or feels overcharged a revenue decrease can be observed.

The technical efficiency as well as 'soft issues' from the customer's perspective are secondary indicators, including customer service, clean

and secure parking and business development. To retain customers car park operators must maintain and develop services in the mid to long-term. An appropriate customer satisfaction evaluation is therefore the first step to optimising future car park revenues.



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