UNVEILING AN „EDGY“ CUSTOMER JOURNEY OF AN AIRPORT

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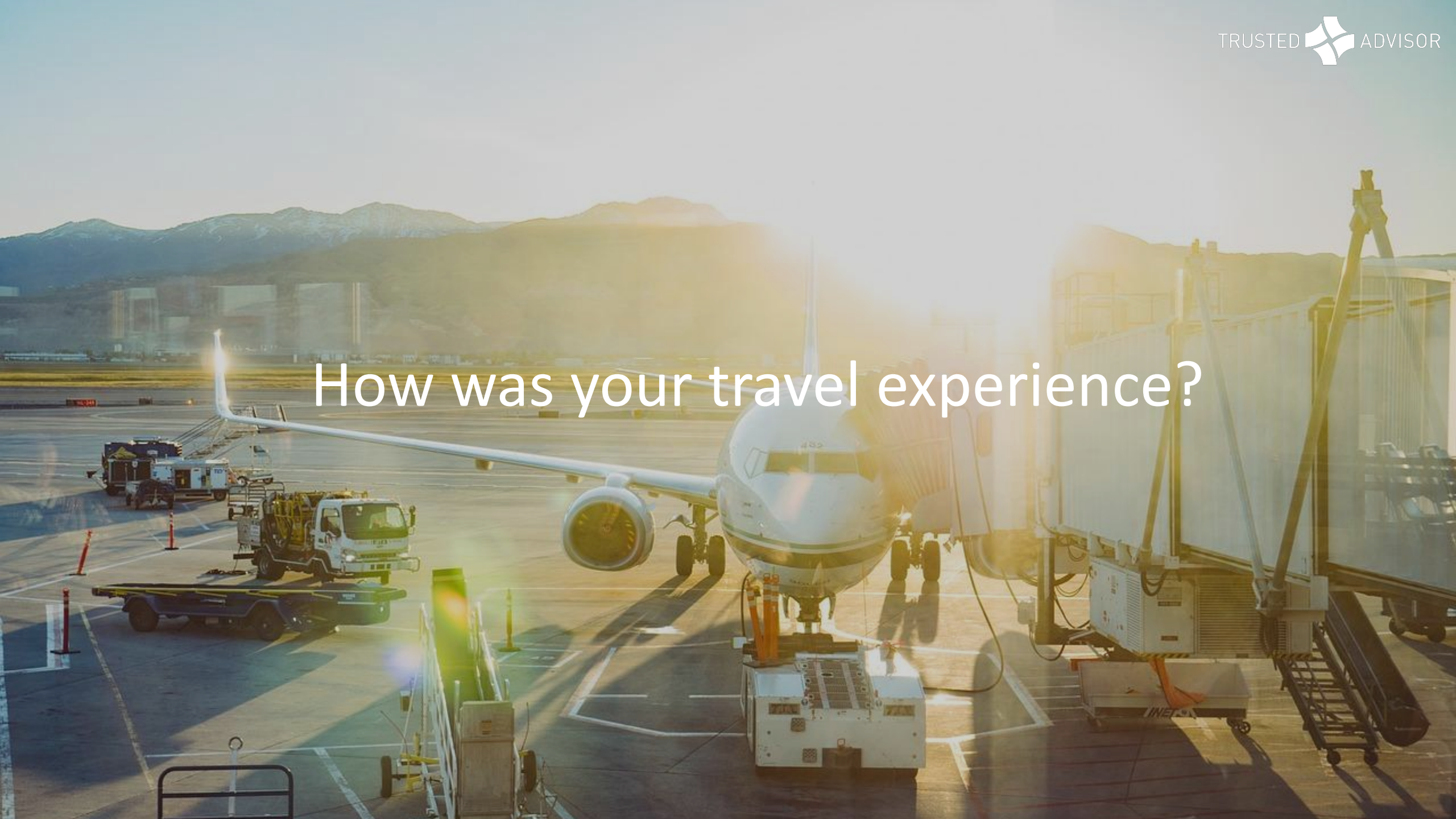
www.trusted-advisor.com


How was your travel experience?

Typical complaints at an airport

Delayed flights

Flight cancellations

Long lines at security

Lost baggage

Delayed gate information

Overbooked flights

McKinsey: 70% of organisational transformation projects fail

- Lack of alignment
- Poor collaboration
- Inaccessible or scattered information

https://www.mckinsey.com/capabilities/transformation/our-insights/common-pitfalls-in-transformations-a-conversation-with-jon-garcia

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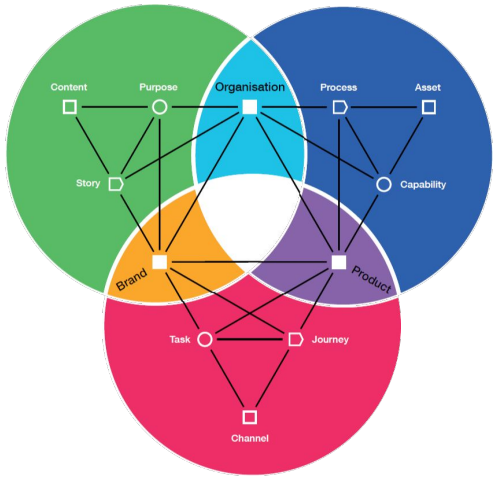
A Unified Approach

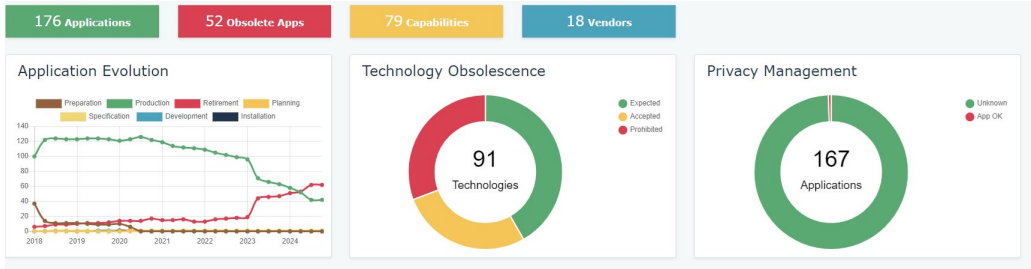


EDGY FRAMEWORK

- Edgy as a common language
- Collaboration framework

CUSTOMER JOURNEY MAP

- Intersection between customer and the enterprise



COLLABORATIVE REPOSITORY

- A single point of truth

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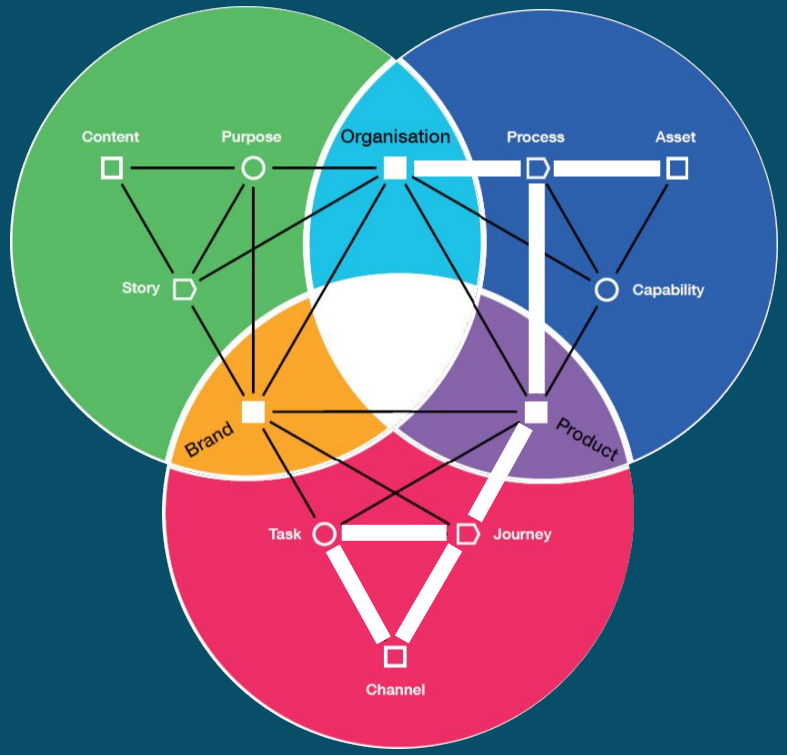
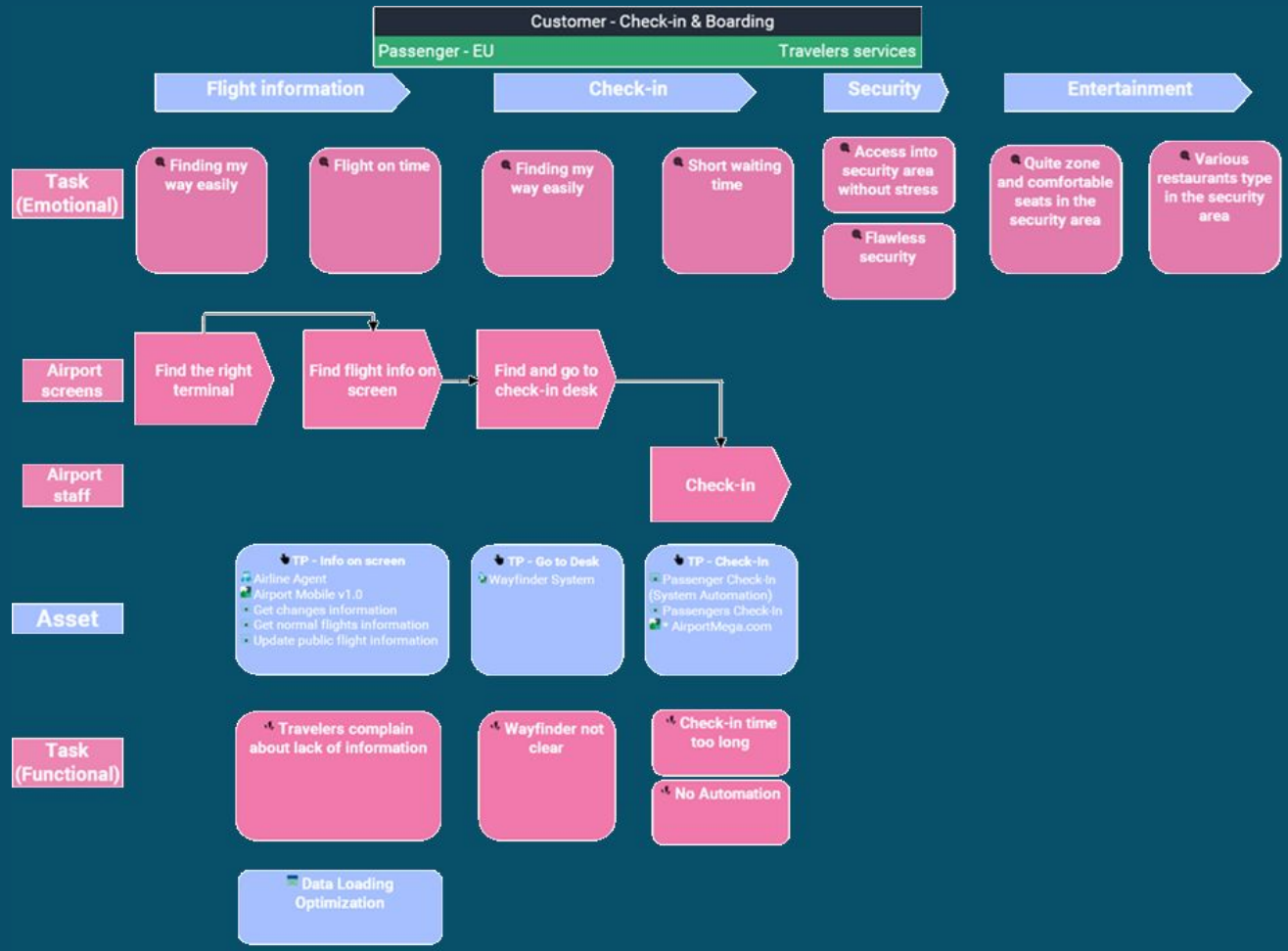
Elevating engagement: Fostering Edgy Elements in a Customer Journey Map





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Use Case – Airport Customer Journey

In this use case, we will explore together how the check-in and boarding processes at an airport are perceived by passengers.

CHECK-IN EXPERIENCE FROM A PASSENGER'S PERCEPTION – CUSTOMER JOURNEY MAP

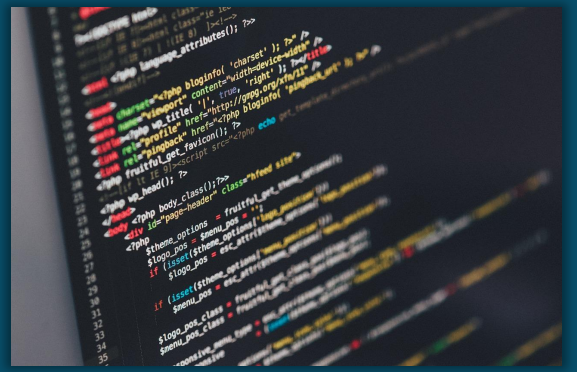
The check-in and boarding process plays a pivotal role in shaping passenger satisfaction and comfort. Before deciding on any scope of the business transformation, business processes should be evaluated from the customer's perspective.

The IT department knows that there is room for improvement on the IT side. However, they are unsure whether the current airport services meet travelers' expectations. To clarify this, the Enterprise Design Team first adopted the EDGY Model and collected customer expectations for each customer-facing business process.

3 Phase Approach

Customer Journey

Business Process Analysis



IT Portfolio

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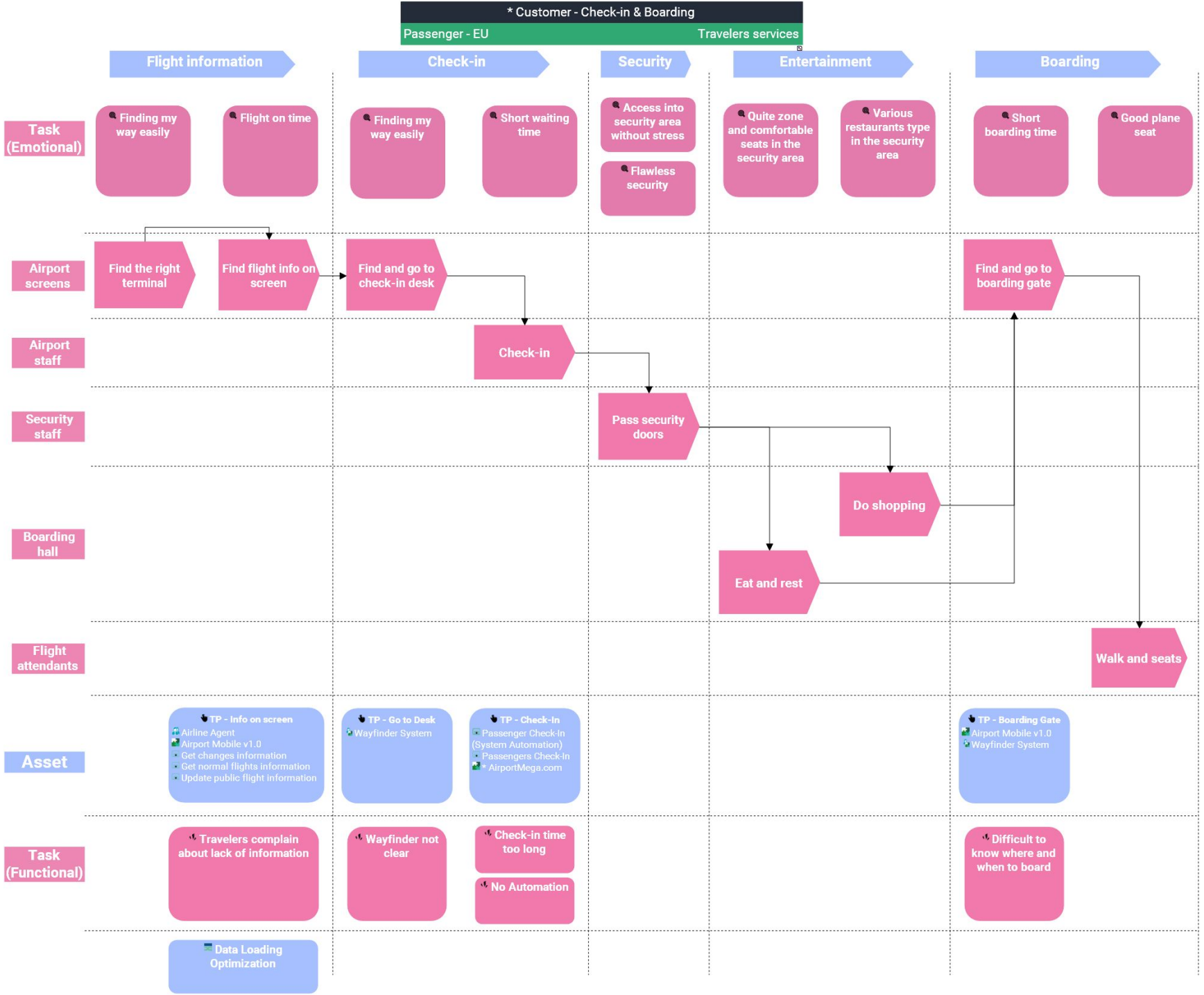

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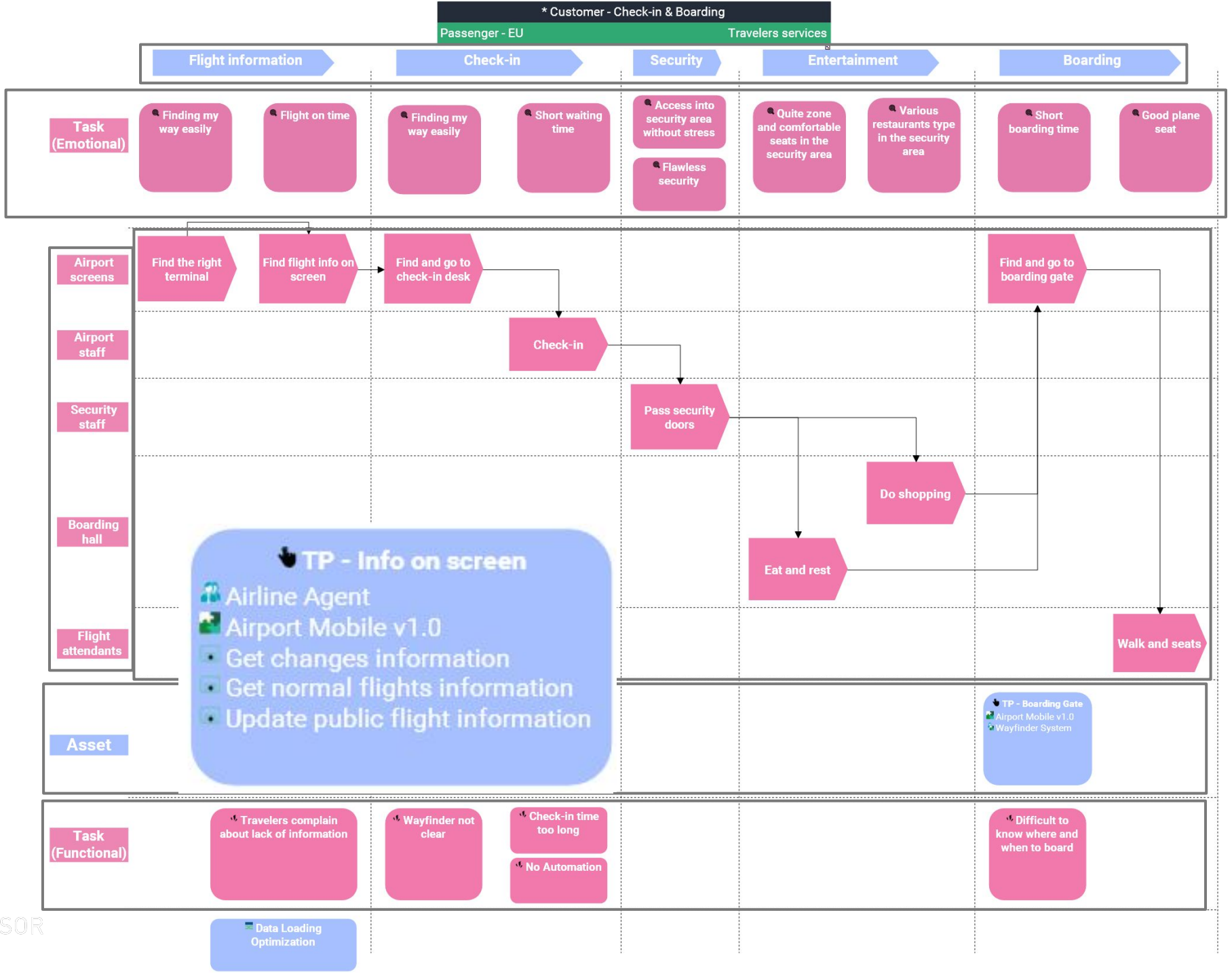

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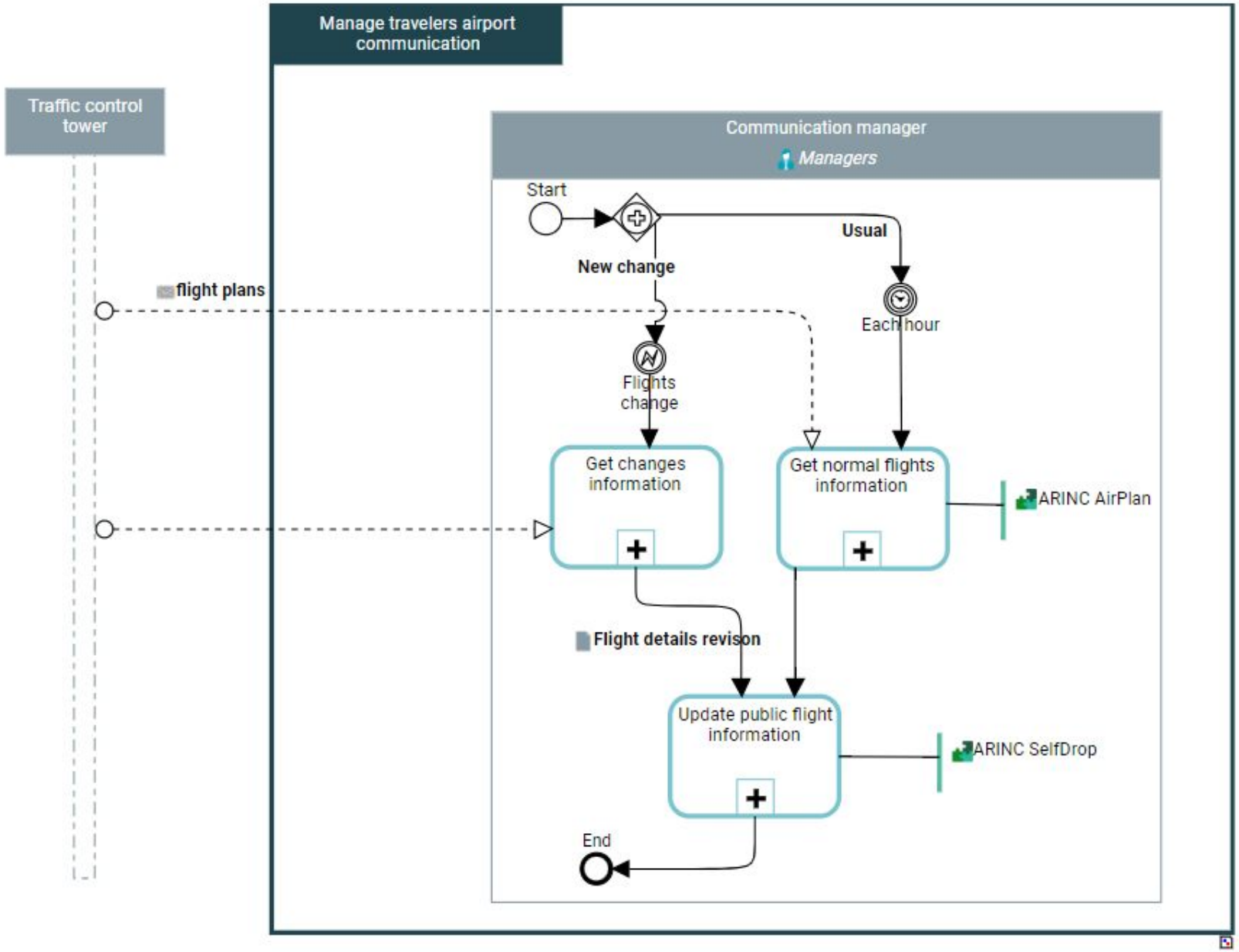
Manage travelers airport communication
Traffic control tower
Communication manager
Managers
Start
Usual
New change
flight plans
Each hour
Flights change
Get changes information
Get normal flights information
ARINC AirPlan
Flight details revison
Update public flight information
ARINC SelfDrop
End

HOPEX
IT Portfolio Management

Software Technology | arinc | Last connection 2 hours ago | Autosaved

Home / All Applications / ARINC SelfDrop | Back

ARINC SelfDrop

Characteristics | Installation | Version | Projects | Assessment | Cost | Decisions | Reporting | Rule Application | Application Impact | Activity Feed | Workflows

Application Environment Graph

1. Exchange and Content

Scenario | Application Flow - Content | Message Flow - Content | Context

3D

ARINC SelfDrop

Characteristics | Installation | Version | Projects | Assessment | Cost | Decisions | Reporting | Rule Application | Application Impact | Activity Feed | Workflows

Medium *Business Value*
Low *Functional Support*
Very High *Obsolescence Risk*
Medium *Technical Efficiency*
Prohibited *Technology Compliance*
Very High *Number of Incidents*

Identification

Name
ARINC SelfDrop

Owner
Enterprise
Airport

#Tags

Code
aselfdrop

Version Number

Application Template

Application Type
In House Application

Cloud Computing
On-Premises

Default font

Service Level Agreement

HOPEX
IT Portfolio Management

Software Technology | arinc | Last connection 2 hours ago | Autosaved

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ARINC SelfDrop

Characteristics | Installation | Version | Projects | Assessment | Cost | Decisions | Reporting | Rule Application | Application Impact | Activity Feed | Workflows

Technology

Software Technology | Software Technology Stack

New | Connect | Reorganize | Remove | Instant Report | 1 selected

Local name	Company Standard	Vendor	Obsolescence Risk
.NET Framework 4.7.1	Approved	Microsoft	Very Low
Arinc-Selfdrop Front-End	Prohibited	AirTech	Very High
Big Data Platform - 7.0	Accepted	Talend	Very High

Page 1 of 1 | Show 50 elements | Displaying 1 - 3 of 3

Exchange

Data

Data Subjects' Rights & Notice Management

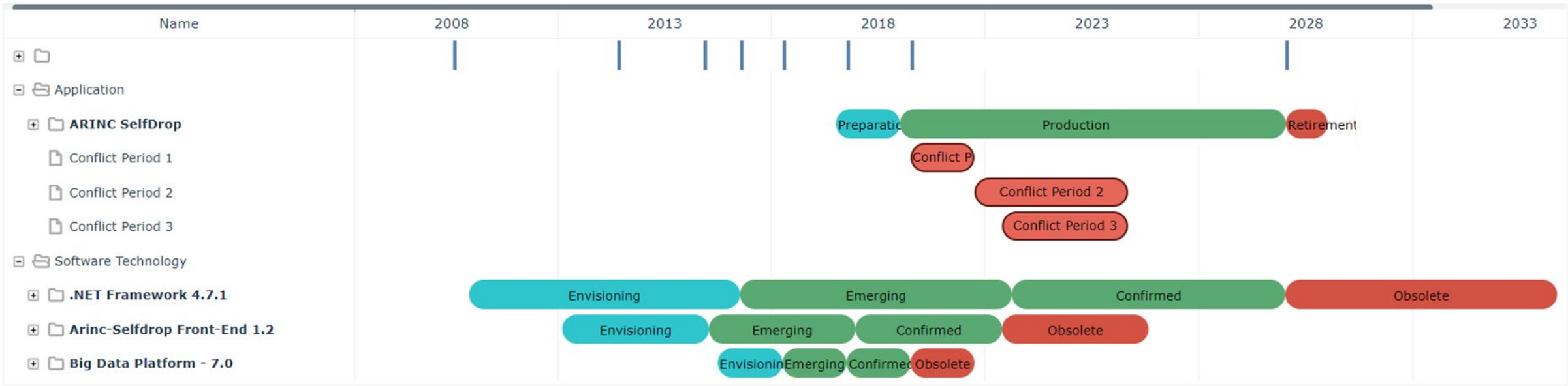
Risk

Gantt

ARINC SelfDrop

Report run on 9/10/2024 16:45 (1 s)

Scale step: 5 years

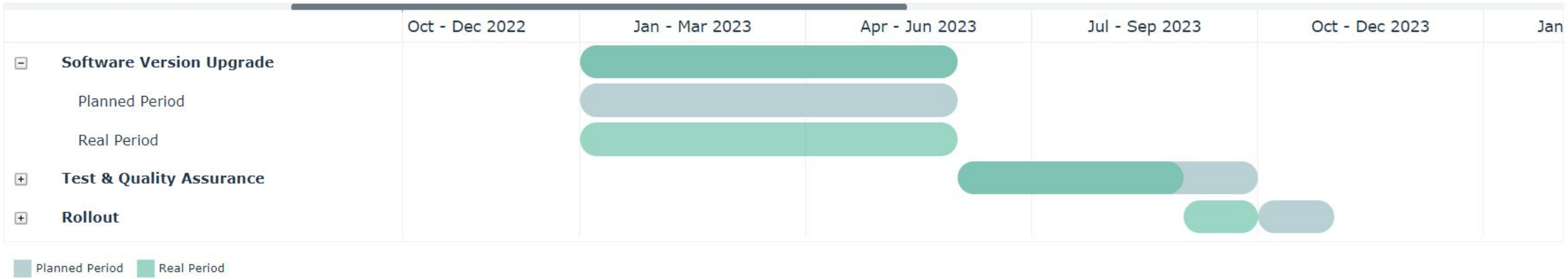


Modernized Obsolete Software Base

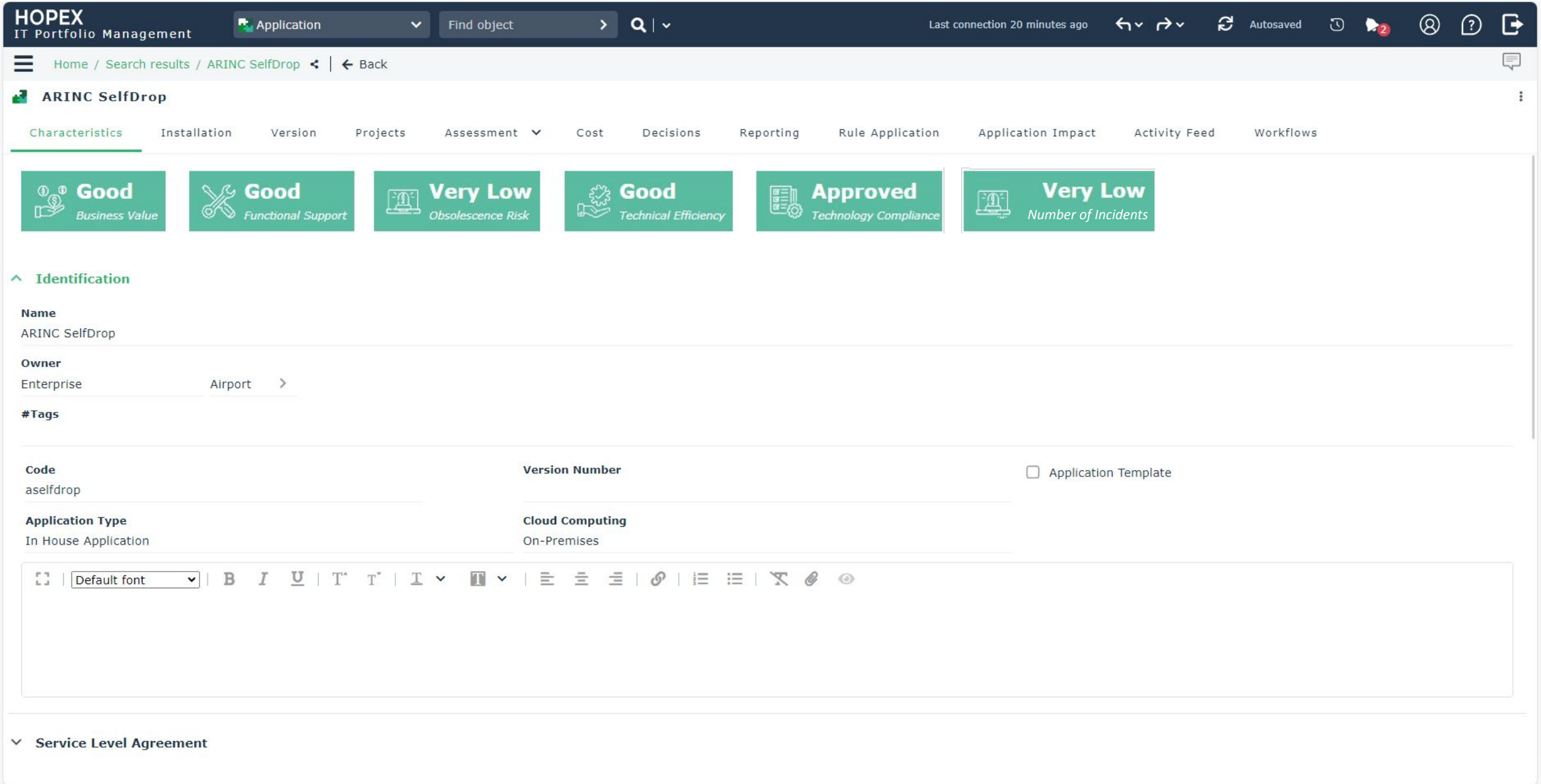
General | Characteristics | Actions | Customer Journey | Progress Report | Activity Feed | Workflows

Actions Gantt

Scale step: 3 months

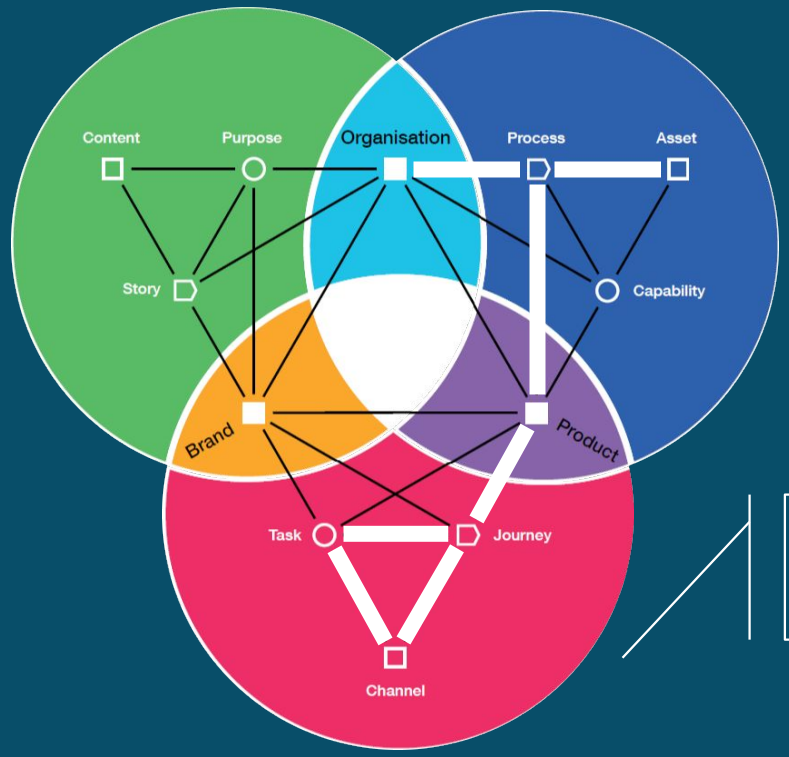


History Progression


HOPEX
IT Portfolio Management
Application
Find object
Last connection 20 minutes ago
Autosaved
Home / Search results / ARINC SelfDrop
Back
ARINC SelfDrop
Characteristics
Installation
Version
Projects
Assessment
Cost
Decisions
Reporting
Rule Application
Application Impact
Activity Feed
Workflows
Good
Business Value
Good
Functional Support
Very Low
Obsolescence Risk
Good
Technical Efficiency
Approved
Technology Compliance
Very Low
Number of Incidents
Identification
Name
ARINC SelfDrop
Owner
Enterprise
Airport
#Tags
Code
aselfdrop
Version Number
Application Template
Application Type
In House Application
Cloud Computing
On-Premises
Default font
Service Level Agreement

Where are we in the EDGY Model?

✔ **Collaboration**



✔ **Root Cause Analysis**

✔ **Customer Journey**

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Advantages of the unified approach

- Can be applied in various scenarios
- Seamless transition from high-level to details
- Accelerates transformational projects

About Trusted Advisor

Founded in 2019

Headquarters in Bad Saarow

Over 25 Years of project experience

Strong partner network

Customers across Europe

Specialists in IT consulting

Focus on pragmatic solutions

End-to-End cusotmer support

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Implementing EDGY?

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Airports struggle to enhance the customer experience

- Airports are experiencing a widespread return in demand.
- Airports are growing technology investment more than any other area of the travel industry.
- Main objective: 56% ‘enhancing the customer experience’

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Who arrived in Rome by air?