



# Technology freeing hoteliers to interact with guests

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**Bringing Ingenuity to Life**  
paconsulting.com

# Current landscape

Technology impacts the level of engagement between the customer and the hotel

## Core engagements

- Search using travel aggregators, online travel agencies or familiar chains
- Entered into property management system at Check-in
- Closed on property management system at Check-out

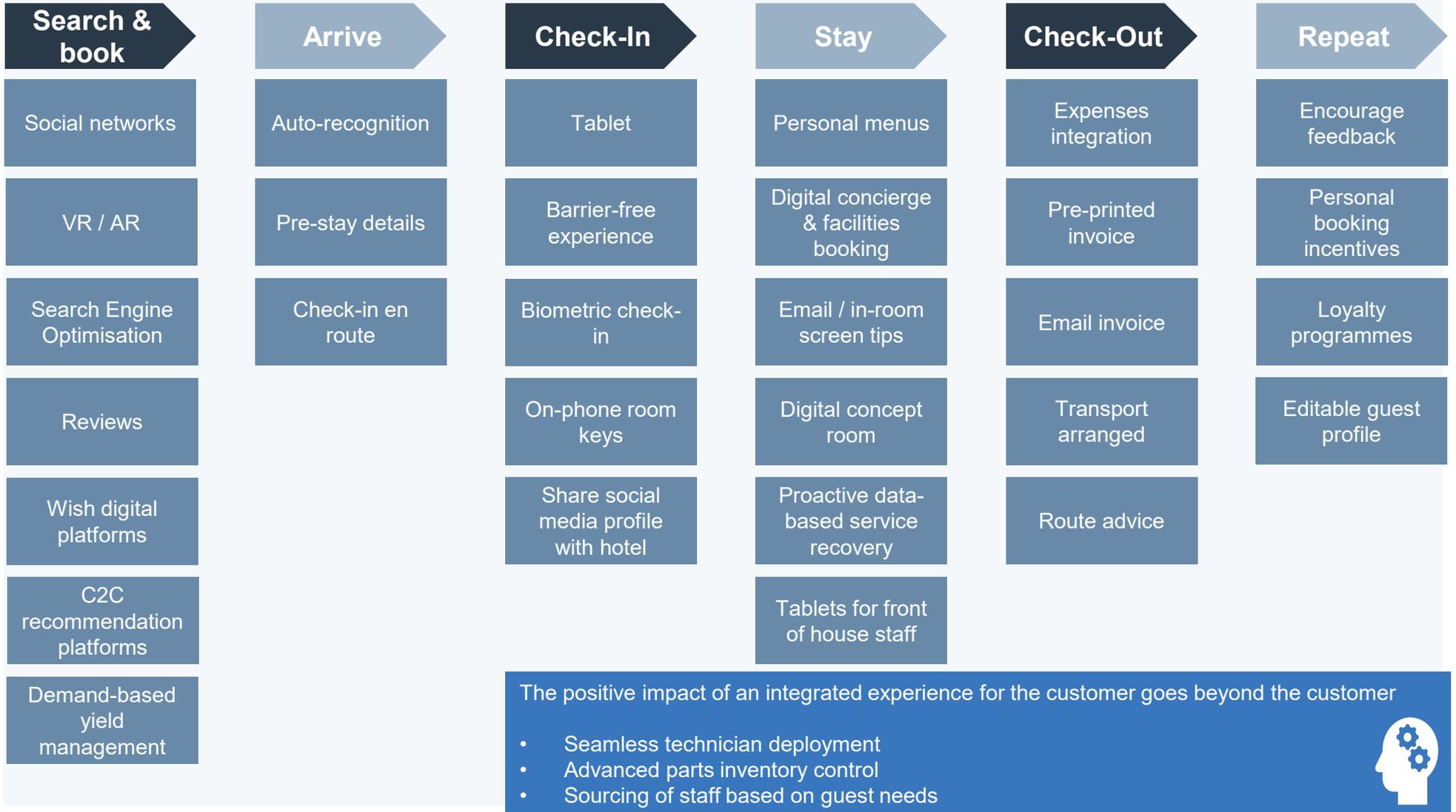
## Other engagements

- Arrives via own choice of transport
- Talks with restaurant staff during stay, possibly reception staff on an ad hoc basis
- Repeat on their own terms



# Exploring the technology landscape

Technology can improve the level of interaction between the customer and the hotel



# Increasing guest interaction is more than just technology

The customer must be at the centre of everything



**57%** of customers **don't have a clear idea of what they'll buy** when they start their purchase process<sup>1</sup>

**Only 1%** of customers are loyal to brands when re-purchasing<sup>2</sup>

**2/3** of customers trust the opinion of strangers online<sup>3</sup>



## Copenhagen Airport

### Taking customer experience from good to great

With up to 70,000 passengers passing through the doors of this airport each day, the airport's employees have their work cut out in meeting their needs.

With high aims for passenger growth and their place in the transportation landscape, the airport identified service excellence as one of the key 'breakthrough' areas that would take its customer experience from 'good' to 'great'.

Having already won the industry award for great service five times in the last ten years, the airport engaged PA to help define

service excellence and develop the service value proposition for each of their five customer groups. Working with the leadership team, we defined customer personas, customer journeys and the desired experience for each customer, together with initiatives to improve the service delivery.

PA also supported the development of five 'playbooks' for each customer group that outlined service standards, guidelines and key performance indicators. Furthermore, we put together over 200 initiatives for how

airport staff could interact with customers within each touchpoint, defined the governance model, created a roll-out plan and initiated the development of their training programme.

"As a result of PA's work, Copenhagen Airport now has a clear view on how to transform its customers' experiences from great to world-class in the next three years. Copenhagen Airport is ready to use the new service excellence concept across the entire organisation and propel customer experience beyond current expectations. "

Thomas Woldbye CEO Copenhagen Airport

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# We will run a fast, energising and participatory process to design your customer experience transformation

## A highly visual and engaging process to design an ambitious future customer experience

Our process engages cross-functional stakeholders to imagine a future customer experience together. We take in a mix of audience insight, commercial analysis and draw inspiration from the most delightful and effective comparator experiences from across sectors – and use them all as stimulus for disruptive thinking about the future customer experience



### Agreeing the vision

- What is the overall project ambition?
- What is the current CX and business performance?
- Who are the key stakeholders and ways of working?



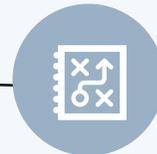
### Establishing the context

- What does the comparator marketplace look like?
- Who's the customer and what do they need, want and expect?
- What propositions will the business offer in 2 years' time?



### Designing the target experience

- What is the better future customer experience?
- What capabilities are required for delivery?
- How should the target experience be measured and reported?



### Planning delivery

- How should delivery be sequenced, governed and measured?
- What are the target benefits and how will they be captured?
- How do we engage the business with the new plan?

Underpinned with a parallel technology transformation to support the goals of the customer experience enhancements

# Our key capabilities



## AGILE

We combine Agile techniques with deep industry knowledge and change management expertise to create enduring results.



## AI AND AUTOMATION

We take a comprehensive approach that includes technology, culture, people and strategy, so you can realise the full potential of AI and automation.



## BUSINESS DESIGN

We work with you to design your organisation for peak performance, now and for the long term.



## CYBER AND DIGITAL TRUST

We help protect your organisation's most important assets against cyber threats.



## DATA ANALYTICS AND BUSINESS INTELLIGENCE

We extract value from data and identify opportunities to gain real benefit from evidence-based insights.



## DIGITAL

We work with you to diffuse the threats and seize the opportunities of the digital world through sustainable digital transformation.



## IT TRANSFORMATION

We create the IT infrastructure and organisation you need to innovate and deliver your future business strategy.



## OPERATIONAL EXCELLENCE

We transform operational performance for maximum competitive advantage.



## PEOPLE AND TALENT

We help you get the best out of your people in a world marked by continuous and disruptive change.



## PROGRAMME AND PORTFOLIO MANAGEMENT

We shape and deliver your most challenging transformation programmes and achieve lasting value from change.



## PRODUCT DESIGN AND ENGINEERING

We help you exploit new ideas and technologies to develop innovative products and manufacturing processes.



## STRATEGY

We solve your most complex and valuable strategic challenges.



## About PA.

An innovation and transformation consultancy, we believe in the power of ingenuity to build a positive human future in a technology-driven world.

As strategies, technologies and innovation collide, we turn complexity into opportunity.

Our diverse teams of experts combine innovative thinking and breakthrough technologies to progress further, faster. Our clients adapt and transform, and together we achieve enduring results.

We are over 2,600 specialists in consumer, defence and security, energy and utilities, financial services, government, healthcare, life sciences, manufacturing, and transport, travel and logistics. And we operate globally from offices across the Americas, Europe, the Nordics and the Gulf.

## PA. Bringing Ingenuity to Life.