

*Gain a competitive edge with
Lufthansa Consulting and Airport
Quality Performance*



... the missing piece of puzzle

What can we do for your airport?

- Assessment of current situation
- Airport Service and Quality Check
- Definition of Service Quality Standards
- Implementation of Airport Performance Council
- Organization and leading of workshops
- Development of a holistic Airport Service Quality Management Strategy
- Development of Customer Well-being Program
- Development of Reward and Recognition Program
- Implementation of developed strategy

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Service Quality · Excellence
Hospitality · Solutions · AQP
Service Standards · Programs
Inspiration · Vision · Satisfaction
Customer · Success · Employees
Airport Quality Performance
Reward and Recognition · Ability
Added-Value · Differentiation
Management

Airport Quality Performance is more than a benchmarking program, it's a multi-dimensional challenge



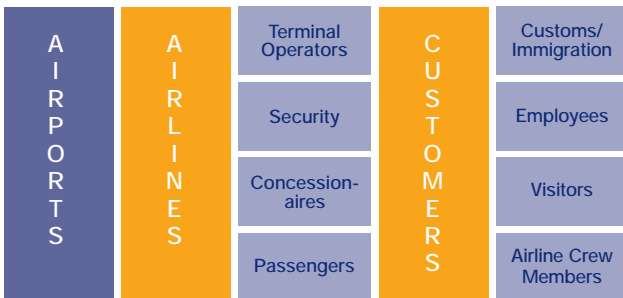
What is AQP?

Today, airports are more and more confronted with strong competition and increasing customer demands. Many airports have already taken measures and implemented customer satisfaction surveys or participate in international benchmarking programs.

In our consulting experience it takes more than customer satisfaction surveys or benchmarking programs to achieve service quality. Whilst they are very important and should be well analyzed, they are one dimensional tools which reflect the passengers impression "only".

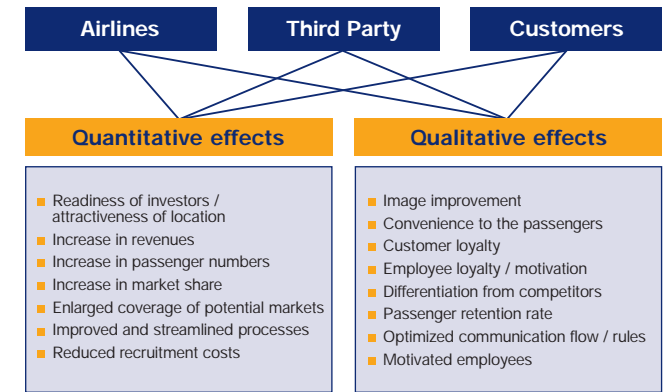
Lufthansa Consulting's approach is holistic and multi-dimensional as we examine the different customer groups of airports, not only the passengers. We consider the interdependencies between all involved stakeholders and develop concepts and programs which we finally implement together with our clients.

An appropriate Airport Quality Performance Improvement Program enables airports to reduce costs and to enhance quality



What is the benefit for your airport?

Service Quality has become more and more important for airports today, not only for quantitative but also for qualitative reasons.



Added value through increased Service Quality and implemented programs is the main benefit for airports. The chart above demonstrates the different impacts and interdependencies of the involved parties.

Why choose Lufthansa Consulting?

With our in-depth aviation know how, we identify areas of improvement and deliver state of the art solutions and concepts together with all involved parties.

Differ from your competitors and derive benefits from the experience of Lufthansa Consulting's experts!

Contact us at AQP@LHCConsulting.com