



# Airport Service Quality Monitor (ASQM)

ASQM is a service quality improvement programme that measures the delivery of actual service against a set of key indicators.

## Background

TRL developed the ASQM tailored programme for a group of International Airports in 2005 (contract renewed until March 2010) which provides regular monitoring of service provisions in the four main operational areas of the airport: Terminal; Commercial (Retail); Landside; Ground Handling (Airside). The purpose of this programme is to help monitor service standards against Key Performance Indicators and help airport management identify areas for improvement so these can be better targeted. Monthly management summaries are produced with additional four detailed quarterly reports.

## Objectives

The ASQM was created to measure actual service delivery to the passengers. As an example, the Landside module, measures parking availability, security staff presence, clear road markings, litter, lighting, signage etc.

The objectives of this programme are:

- Offer a systematic approach for measuring REAL service provision
- Identify strengths, weaknesses and trends
- Provide priority list for improvements to airport management
- Measure overall non-compliance and efficiency rates against the company SLAs.

## Deliverables

The four reports each contain detailed graphs, extensive qualitative analysis, including trend analysis of the last five quarters to identify fluctuations in performance and enable corrective action to be undertaken. The reports also identify where procedures have been breached, detail the nature of the breach, and highlight and summarise areas of non-compliance.

## Methodology

The project is conducted via the following processes:

- Airport staff/Fieldwork agencies conduct audits throughout the quarter;
- Airport staff, including the QMS team, finalise the audits;
- TRL analyse the data and produce databases and reports;
- The client disseminates hardcopy results to staff, stakeholders and the Regulator.
- An interactive database is also provided for registered stakeholders (via the airport intranet system) to interrogate their own performance against overall airport performance.

Commercial Executive Summary By Service Area	Outlet Type:	food	Quarter: Airport: Shop Name:	No.	Yes	% Non-Compliance
C: PERMITS				3	9	25.00
F: OVERALL SHOP CLEANLINESS				10	36	21.74
F: POINT OF SALE				5	37	11.90
G: OUTLET CLEANLINESS				3	32	8.57
J: CLEARING OFF OF TABLES				1	21	4.55
H: SEATING AND TAKING THE ORDERS OF PATRONS				1	31	3.12
L: FRONT KITCHEN SECTION				1	36	2.70
E: TRAINING/STAFFING				2	77	2.52
A: OVERALL SHOP ADMINISTRATION				48	0.00	0.00
				4	0.00	0.00

Example output from interactive databases.

## Proven Benefits

- Overall, there has been a reduction in non-compliances;
- Reduction in Queue times;
- Measures REAL service so this is more accurate at identifying issues (than perception);
- Encourages collective responsibility;
- Led to improvements in operations;
- More accountability by all stakeholders as information is shared (own and overall performance);
- Regulatory body uses this as an independent source of service monitoring.

## Further Information

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