

CASE STUDY:

THE AIRPORT OF THE FUTURE

DFW Airport Partners with Lavi Industries to
Take the Passenger Experience to New Heights



“Lavi strives to be a valued partner, providing expertise, technology, and products that extend across the passenger journey. With Lavi’s solutions, DFW is able to continue to meet and surpass the expectations of today’s passengers.”

— YONATAN LAVI, PRODUCT DIRECTOR, ELECTRONIC QUEUING

HIGHLIGHTS

DFW serves approximately
174,000
passengers each day.

DFW strives to create
**“THE AIRPORT
OF THE FUTURE.”**

Solutions from Lavi Industries
are utilized throughout the
airport to **positively impact
the passenger experience.**

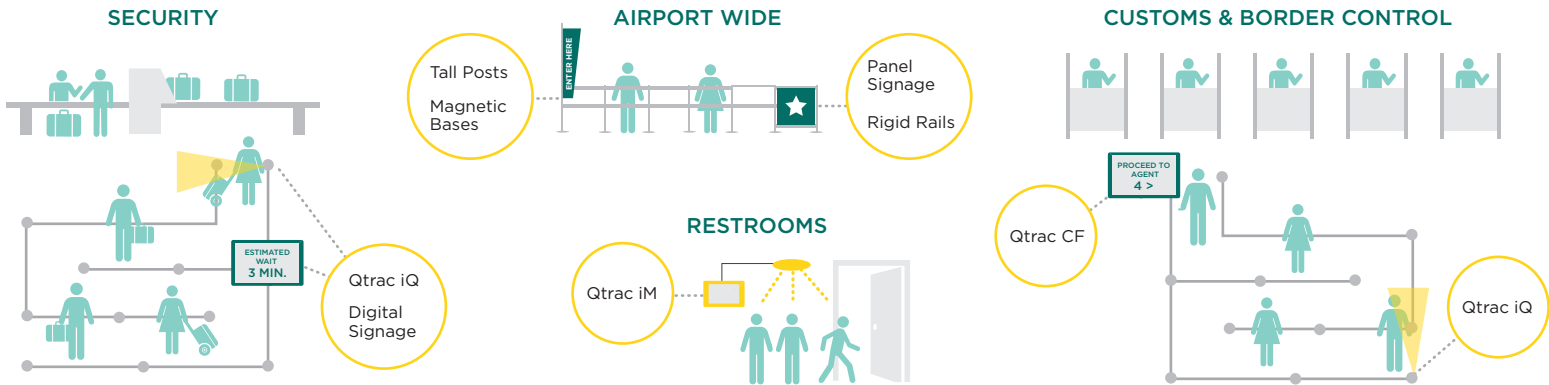
THE DFW CHALLENGE

Dallas/Fort Worth International Airport (DFW) is the third busiest airport in the world by aircraft movements and the ninth busiest in the world by passenger traffic. It serves approximately 174,000 passengers each day. Managing the flow of such a large volume of passengers is challenge enough. Add to this ever-increasing competition among airports for passengers and a leadership team that strives to build “the airport of the future” and the result is the DFW challenge.

- Reduce passenger stress at security checkpoints
- Better manage wait times in queues throughout the airport
- Optimize resource utilization and agent productivity
- Improve restroom cleanliness and resulting passenger satisfaction
- Make the passenger journey as pleasing as possible

SOLUTIONS

Lavi Industries responded with solutions across the passenger journey.



Security Checkpoints

Goals: Avoid surprises in the queue while keeping passenger expectations in check.

Solutions: Qtrac iQ and Digital Signage

Security lines at DFW, like many airports, have a tendency to look obscured to passengers. Passengers don't really know how long they'll be waiting, which can feel stressful to passengers as they arrive to the checkpoint. DFW came to Lavi to solve the problem in a particularly troublesome terminal.

Using Qtrac iQ to monitor wait times, the Lavi solution publishes accurate wait times via digital signage at the head and throughout the queue. Additionally, staff monitors queue activity through dashboards and receives text alerts when wait times exceed acceptable limits. This allows staff to address issues before they get out of hand. This proactive behavior, coupled with published wait times helps to ease passenger stress.

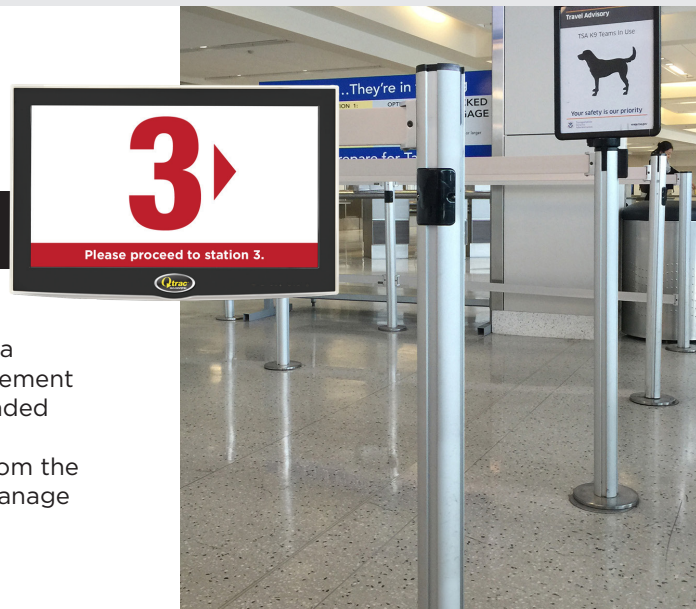
Research shows that happier passengers spend more money. DFW proves this to be true. The decrease in passenger stress has resulted in an uptick in concession sales just outside the checkpoint.

Customs & Border Patrol

Goals: Monitor queues and improve agent productivity.

Solutions: Qtrac iQ and QtracCF

At airports, Customs and Border Patrol (CBP) areas are notorious for long lines. At DFW, wait times were often over 2 hours and resulted in a measurable negative impact on passenger satisfaction. Airport management sought to bring wait times down to 45 minutes or less. Lavi recommended Qtrac iQ to monitor and report on wait times using an easy-to-install sensor-based solution. Real-time alerts and historical data collected from the queue through Qtrac iQ gives airport managers the ability to better manage staffing to keep wait times in check.



In addition to Qtrac iQ, the airport now utilizes QtracCF, the call-forwarding solution from Lavi, to optimize agent productivity and improve customer hailing. The result is less stress for the agent and the passenger, as well as greater productivity to speed up the queue. Before QtracCF, agents would have to manually and verbally 'hail' the next customer, who may or may not be paying attention or looking in the right direction to see the available queue. QtracCF directs waiting passengers to the next available agent using audible cues, station lights, and digital signage. The system helps ensure all queues are utilized and passengers are efficiently moved through the process.

Before implementing Lavi's solutions, wait times at CBP were over 2 hours. Now they're typically under 30 minutes.



Airport-Wide

Goals: Manage queues and project a clean and modern look.

Solutions: Magnetic bases, rigid rails, tall posts, and panel signage

Throughout the airport environment, DFW is striving to project a clean and modern look. At security checkpoints, in particular, the look of the queues helps formulate one of the first impressions from the passenger. DFW had historically utilized Lavi's more traditional stanchions with retractable belts. But they sought something with cleaner lines and a more modern appeal. They also required a solution that would better maintain the integrity of the queue configuration and not allow employees to haphazardly re-form the queue. Lavi suggested brushed satin stanchions with strong magnetic basis and rigid rail barricades. We also helped DFW rethink their approach to signage by implementing in-queue signage using sleek rigid rail panel signage for wayfinding and advertising.

The result of these queue redesigns is a much more modern and appealing queue design, as well as additional revenue from concessioners for advertising in the queue.

Facility Maintenance

Goals: Maintain restroom cleanliness and optimize resource utilization.

Solutions: Qtrac iM

In the process of researching the qualities of a great passenger experience, DFW found that passengers wanted cleaner restrooms and that the cleanliness of the restroom played an important role in their overall satisfaction with the airport. After considering several other options, DFW turned to the Qtrac iM system. The system allowed DFW to capture passenger feedback on the restrooms and understand what's going on in the restrooms as far as usage and cleaning. The results were extremely valuable in driving the next best steps for DFW. The Qtrac iM system is also integrated with the airport's maintenance management software.

The Lavi system went through an initial test run of two restrooms and due to the success of the program, the airport is now rolling out Qtrac iM to another 20 bathrooms.



BENEFITS

As a result of Lavi's airport-wide solutions, DFW has realized the following key benefits:



Greater insight into queue conditions



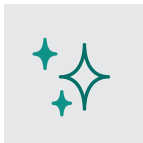
Increased agent productivity



Decreased perceived wait times



Greater resource optimization



Clean, modern look



Enhanced integrity of the queue structure



Improved passenger experience



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