# gaia™

# Case Study

## Managing Traveler Feedback on Multiple Airport Services for Airport Authority of India

**Customer**
- Airports Authority of India

**Challenge**
- Ensuring traveler happiness at every service point in the airport is a daily task
- Airport managers do not have visibility into real time onboard SLA
- Passenger experience is managed reactively

**Solution**
- Integrated real time traveler feedback management
- Manage traveler experience by visibility into the last mile

**Benefits**
- Provide visibility
- Improve operations
- Improve experience

## CHALLENGE

Airports are dynamic spaces where multiple services are provided for travelers by airport staff as well as third party personnel managing security, facilities management, retail, and food services.

Airports Authority of India is keen to improve traveler satisfaction at airports and deliver great experience at every touchpoint along the traveler journey.

## BENEFITS

Gaia SmartFeedback A-IOT platform enables Airports Authority of India to monitor traveler feedback on different airport services by time, by location, by groups. This allows airports to track performance on daily basis and comparatively over time.

**100%** *Increase in digitalization and visibility into airport operations*

Increased Visibility | Understand Experience | Improved Ops SLA | Reduced Long-term Cost

# Manage airport services dynamically

*SmartFeedback provides customer intelligence on experience*

### Improved Transparency

Experience feedback is collected via IOT feedback stations at location. Data, time, and location stamps ensure data efficacy.

### Tech Enabled Insights

Big data analytics, rules based algorithms, and GIS dashboards provide insights.

### Real Time Visibility

Experience data can be viewed live via access controlled integrated dashboard and detailed reports downloaded to manage operations

### Service Assurance

Closed loop provision of services and response to passenger grievances based on status updates and alerts.

## Unified Experience Management for airports

- Experience Monitoring
    - IOT Button based feedback devices
    - Monitor 8 service parameters at airports
    - SLA Management
- Role and Access Based Views
    - Operational Views
    - Management Views
- Experience Analytics
    - Comparative analytics across metrics, groups, locations
    - Quintile rankings of best and worst performing locations and airports

| **32** Airports Served | **320** Feedback Stations | **8** Service Metrics | **11 M** Average Daily Traveler Footfall | **2.6 M** Feedback Received | **61917** Alerts Managed |
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## Gaia & Azure

SmartFeedback platform leverages Azure Cloud, Cognitive Suite, and a range of IOT Services

Gaia is a Microsoft Scaleup India company and winner of Microsoft Machine Learning Lab 2018

**Airports Authority Central:** View experience across all metrics and all airports

**Airport Officials:** View Zone and Airport wise experience for all metrics and all locations

**Airports Operations Managers:** View Airport wise experience for all metrics and all locations