



# Airport Service Quality

## Departures Main Programme

### METHODOLOGY



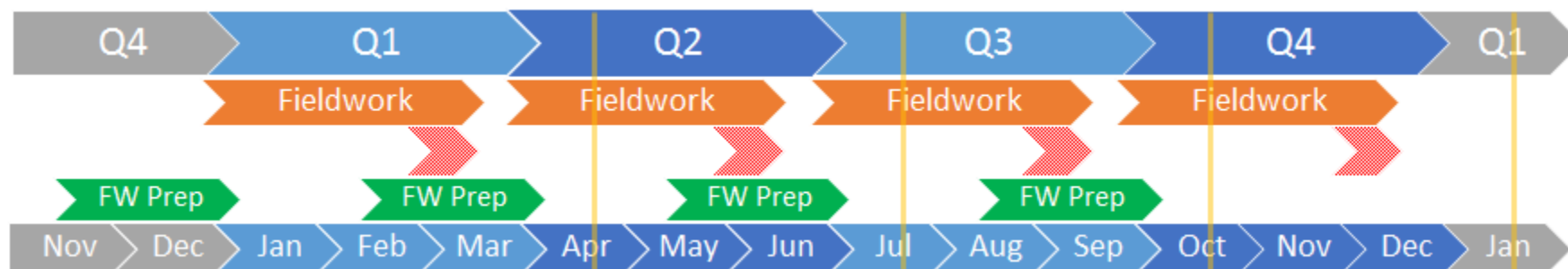
# Section 1: Introduction to the ASQ Departures Survey

***Programme provides the research tools and management information to better understand passengers' views and what they want from an airport's products and services***



# ASQ Departures Survey

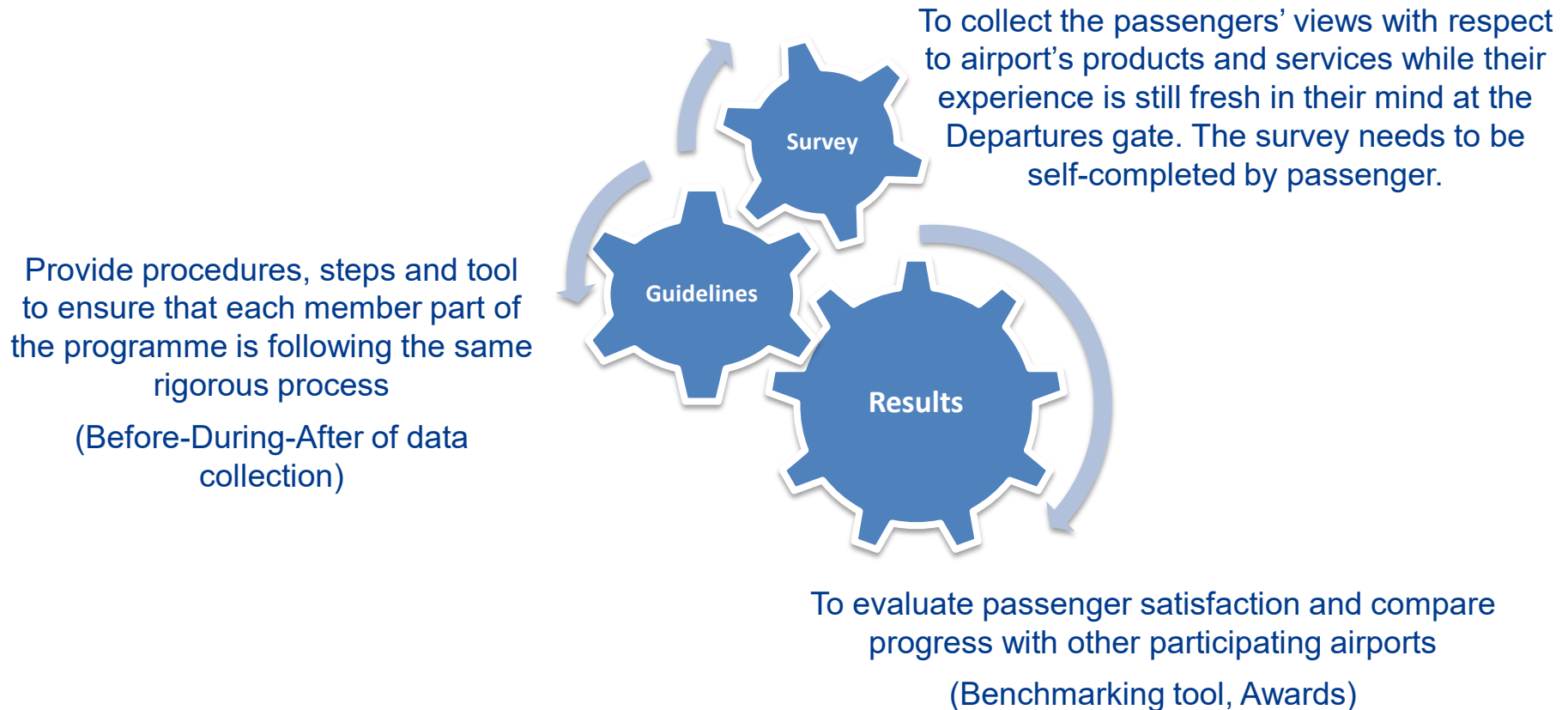
Main programme annual cycle



## Legend

- Green** Fieldwork Preparation: set up of tablets, set agents accounts, approve the sample plan, review language selection, select airport particularities, select optional questions (subscribers only)
- Orange** Fieldwork: data collection on site according to the sample plan
- Red** End of data collection and submit latest completed questionnaires  
(ASQ surveys App will not be accessible after deadline)
- Yellow** Deliverables: quarterly database and reports released

## Three key components composing the ASQ departures programme



# ASQ Departures Survey

## Overview of the data collection process



ASQ App

Online questionnaires are provided via the ASQ Web App used for the data collection. Access is given by ACI to the participating airports who will create the log ins for their agents.

Sample Plan

Quarterly targets are populated for each airport based on airline-destination pairs operating at airport. Fieldwork staff shall collect adhering to target totals.

Data Collection

Data collection shall follow ACI fieldwork guidelines.

End of Data Collection

Latest completed questionnaires shall be submitted before the quarterly deadlines.

Quality Control

Participating airports are subject to receive off site and on site audits.

*Please note that the schedule, location, and other **details of the fieldwork shall be kept confidential** in order to ensure that behavioral bias from airport staff is not introduced.*

*\*The current minimum number of completed questionnaires per quarter is 350.*

## Section 2: Provided by ACI

### *Sample plan and ASQ Departures Survey*



ACI receives flight status for each airport from data supplier.



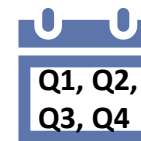
Worldwide coverage of 96%



4000 airports

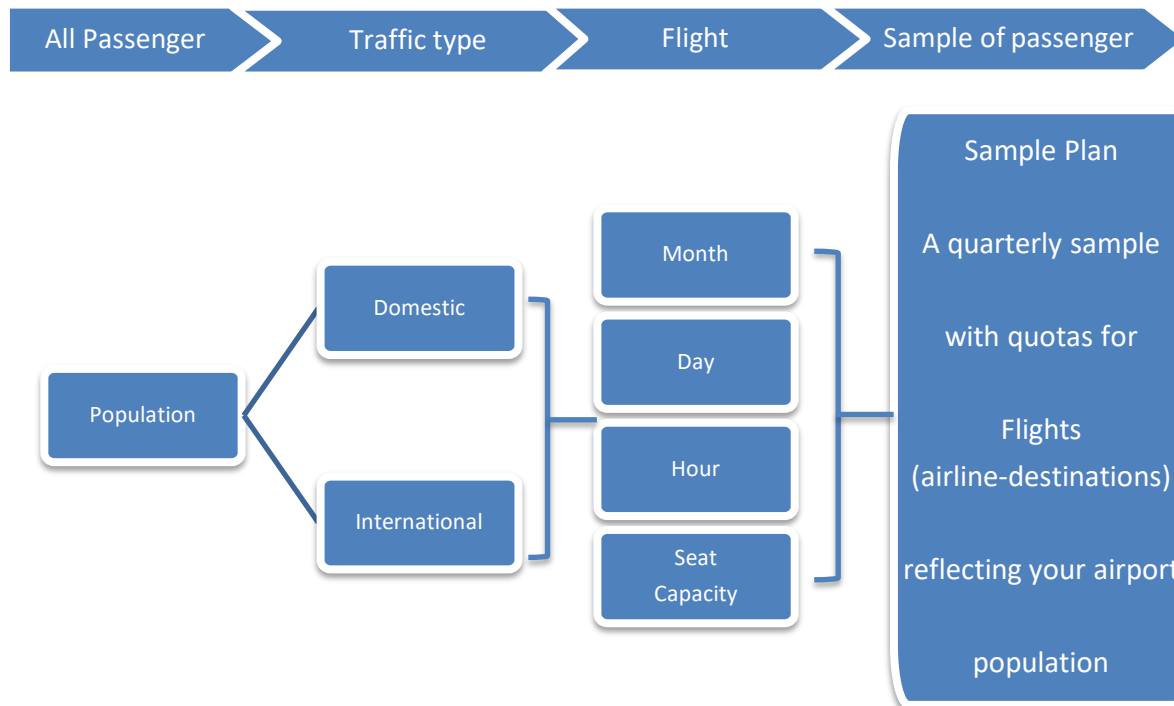


900 airlines  
115 low-cost carriers



Extracted before  
each quarter

ACI calculates the quarterly targets using the airport specific information below





# ASQ Departures Survey

## Access via ASQ APP



The online survey is easily accessible via the ASQ Surveys APP



Based on your experience today, please rate THIS airport on each service item:

21%

	5 Excellent	4 Very Good	3 Good	2 Fair	1 Poor	Did not notice / use
<b>SECURITY SCREENING</b>						
Ease of going through security screening	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Waiting time at the security screening	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courtesy and helpfulness of security screening staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10C

**BORDER / PASSPORT CONTROL**

	3 Good	2 Fair	1 Poor	Did not notice / use
Waiting time at passport control	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Courtesy and helpfulness of border / passport control staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q10D

How would you rate your EXPERIENCE today at THIS airport?

6%

	Excellent	Very good	Good	Fair	Poor
Q4	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>


What was your BEST and WORST experience at THIS airport today?

BEST

WORST

Q5

The online survey is available in > **50 languages**

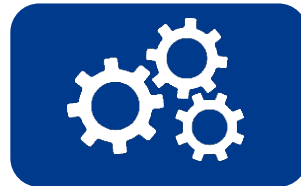


Albanian	Arabic	Basque	Bosnian	Bulgarian
Burmese - Myanmar	Catalan	Chinese Simplified	Chinese Traditional	Croatian
Czech	Danish	Dutch	English	Estonian
Persian (Farsi)	Finnish	French	Galician	German
Georgian	Greek	Hebrew-Israel	Hindi	Hungarian
Icelandic	Indonesian	Italian	Japanese	Korean
Latvian	Lithuanian	Macedonian	Malay	Malayalam
Maltese	Norwegian - Bokmål	Polish	Portuguese	Portuguese (Brazilian)
Romanian	Russian	Serbian	Spanish	Spanish (LAC)
Swedish	Tamil	Thai	Telugu	Turkish
Urdu	Vietnamese			

➔ You have to select which languages you would like to offer in the App. They are all available, but we recommend to select only the ones used most often to optimize the speed of the App.

## Section 3: Fieldwork Preparation

*Key checks before data collection*



# Fieldwork key roles



Roles needed to successfully conduct fieldwork.



**ASQ  
Team**

*"We provide guidelines, trainings, questionnaires, sample plans and evaluate quality of data collection."*

(ASQ Operations and Quality Team)



**Airport Main  
Contact**

*"I am responsible for ASQ program at airport including quality of data collection."*

(Airport staff, Regulator)



**Fieldwork  
Manager**

*"I plan and coordinate fieldwork as per ASQ data collection guidelines."*

(Airport staff, third party field agency, volunteers)



**Fieldwork  
Agent**

*"I collect ASQ surveys from passengers at departures gate."*

(Airport employee, third party field agency, volunteers)



**Airport  
Main Contact**

## Responsible for:

- Transferring ASQ guidelines, communications and results to the responsible parties
- Selecting their fieldwork team
- Ensuring field agency is qualified and has the information to collect surveys
- Making sure data collection teams meet ASQ requirements/eligibility

### Select Fieldwork Agents who are..

- fluent in the **main local language**.
- have upper-intermediate **knowledge of English**.
- have previous experience in questionnaire collection and management.
- have outstanding **communication skills**.
- follow smart casual dress code or be wearing the participating airport's uniform.
- carry a visible **airport identification card**.



# Field agent certification - **MANDATORY**

**Ensure field agents are certified before distributing ASQ questionnaires.**



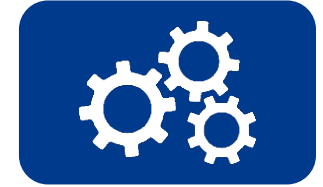
*Starting in Q1-2023, it will be **mandatory** for agent collecting ASQ questionnaires to be certified before data collection.*

- Outlines the role of the field agent and how data collected from ASQ Departures survey has a global impact
- Prepares agents for a day of data collection
- Outlines ASQ data collection requirements at the gate
- Explains how to handle unusual situations when collecting questionnaires

## Plan quarterly fieldwork to fulfil sampling requirements

- **Data collection starts on the first day of the quarter** (questionnaires completed before the start of a quarter will not be accepted for the new quarter).
- The fieldwork shall be conducted **evenly over all three months** of a given quarter. Ideally, one third of the airport's interviews are collected per month. Due to the fact that the last month of the quarter is cut short by the quarterly deadline , it is acceptable to collect 15% of the sample size in the third month only.
- There is a minimum of **two days of fieldwork per month**.
- **Every day of the week**, from Monday to Sunday, shall be surveyed (at least one Monday, Tuesday, ...) during each quarter. Over the period of a quarter, **on each of the seven weekdays, at least 30 questionnaires** have to be conducted.
- The fieldwork will cover **operating hours** of the airport to maximize the heterogeneity of departing passengers and replicate the true distribution of departing passengers at any given airport.
- **Collect no more than 10 completed surveys** per single gate visit (If more than 10 as a target, airports shall plan multiple visits).





## Section 4: ASQ APP (Data Collection)

# Get the Most out of the Technology



To get the most out of the technologies and eliminate any undesirable events, there are some key steps to follow:

- Use the right tablets to collect data
- Install the App on your tablet properly
- Agents must submit each survey once they are completed
- If working offline, make sure to connect to a Wi-Fi to transfer the data
- Each agent must use their own account
- Make sure to use your TEST account only when needed



*This section provides all information to ensure optimal use of the tools.*

# System Requirements for Tablets



## Here are the system requirements to ensure optimal use of the App

<b>Device:</b>	Apple or Android ( <i>preferably from a well-known brand</i> )
<b>Screen:</b>	10.1" screen size (diagonal) is recommended (at least 1024x768 (1x scaling) or 2048x1536 (2x scaling, aka retina))
<b>Version:</b>	<b>Most recent versions</b> of iOS and Android available by Apple or Google vendors <b>Android users:</b> Must have the <u>latest version</u> of Chrome web browser
<b>Networking:</b>	Wi-Fi or data plan (3G/4G) enabled depending on the level of connectivity desired
<b>Battery Life:</b>	125% of the daily data-collection duration is recommended <i>ex: for an 8-hour shift, a 10-hour battery life is recommended</i>
<b>Digital Infrastructure:</b>	VMWare Workplace ONE does not allow installation and use of ASQ Surveys App

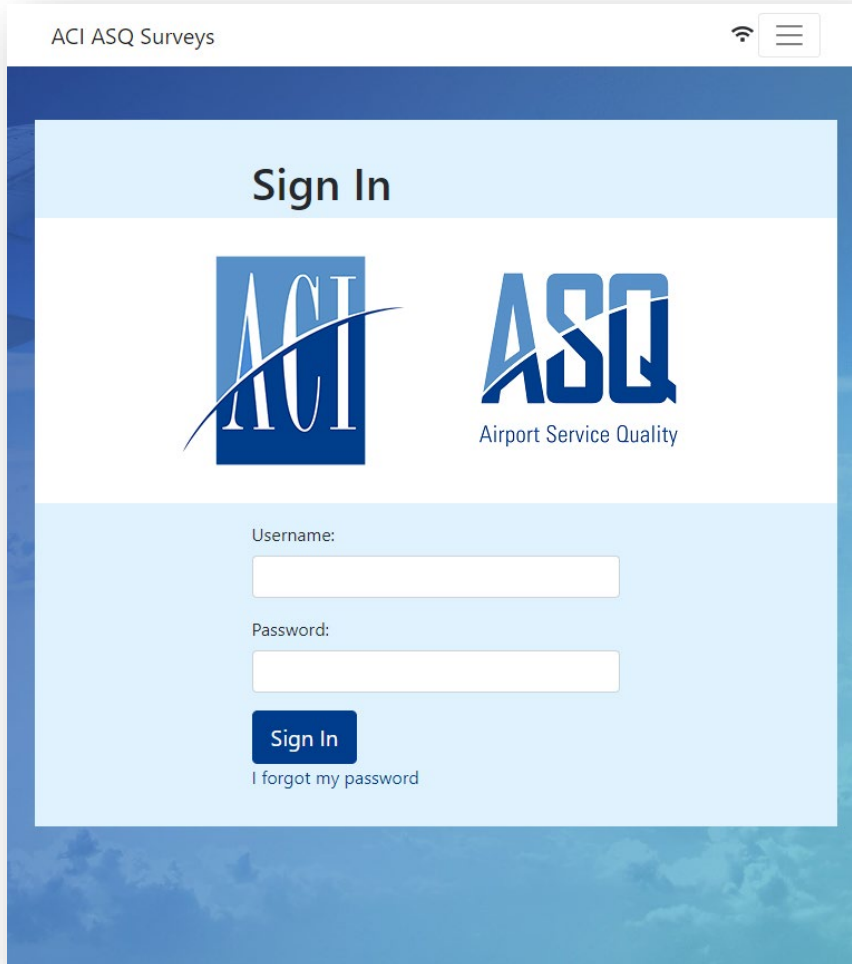


Using tablets that do not meet the minimum criteria can compromise the data collection and the transfer of completed questionnaires to our server.

Using device with screen smaller than what is recommended can modify the respondent experience, therefore may add a bias in your results.

# The ASQ App

The ACI ASQ Progressive Web App (PWA) will be used for the data collection.



The screenshot shows the 'Sign In' screen of the 'ACI ASQ Surveys' app. At the top, the title 'ACI ASQ Surveys' is displayed next to a Wi-Fi icon and a menu icon. The main heading is 'Sign In'. Below this, the ACI logo is on the left and the ASQ logo (with 'Airport Service Quality' text) is on the right. The sign-in form includes a 'Username:' label with a text input field, a 'Password:' label with a text input field, and a blue 'Sign In' button. Below the button is a link that says 'I forgot my password'.

- The App is accessible via the Web browsers **Chrome** or **Safari** (*no need to go in App Store or Google Play*).
- The App works in both **offline** or **online** mode.
- The App works with **Apple** and **Android**.
- **Updates** are made automatically, and do not require any user implication.

## Online/Offline mode:

The data is collected and stored on the device and is synced automatically when online connectivity is available.

## Section 5: ASQ Data Quality System and Process

*“ACI... promotes professional excellence in airport management and operations.”*



**AUTHENTIC**



**REPRESENTATIVE**

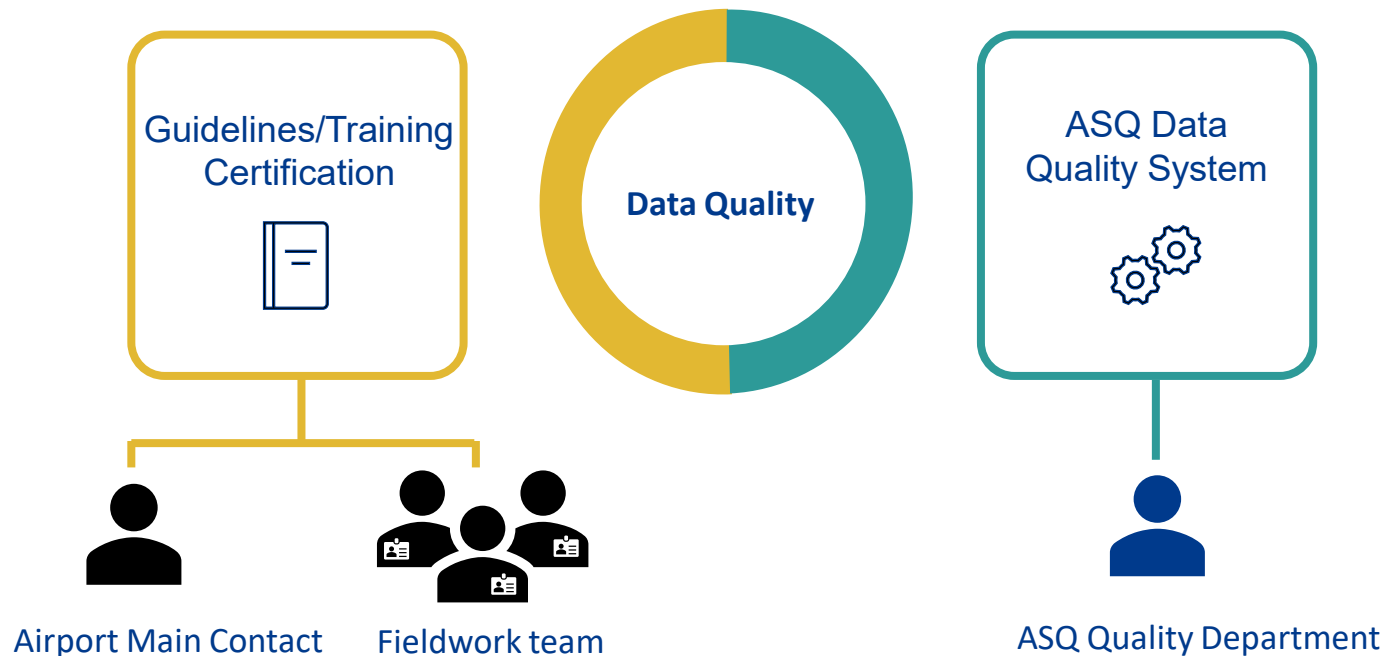


**RELIABLE**

# Our Approach

## Two components

ASQ provides trainings, guidelines and certification to ensure ASQ questionnaires are collected per ASQ requirements and employs a quality system to validate if data guidelines were followed and no unusual data collection behavior was observed.



# Characteristics evaluated by quality system

## Authentic, Representative, Reliable

ASQ quality system designed to evaluate data based on 3 characteristics.



**AUTHENTIC**



**REPRESENTATIVE**



**RELIABLE**

Evaluate if data is **authentic** (self-completed by passengers).

Evaluate if data is **representative** of airport passengers and operating schedules

Evaluate if data is **reliable** (data without any signs of biases).

# Characteristic – Authentic

## Major Finding



**Authentic**



### Type of finding

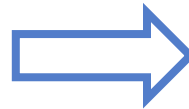
Any questionnaire flagged for this characteristic is a major finding.



# Characteristic – Representative

## Minor Finding

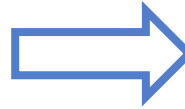
**Representative**



**Type of finding**

Each data collection/sample plan requirement not achieved results in a minor finding.

**Reliable**



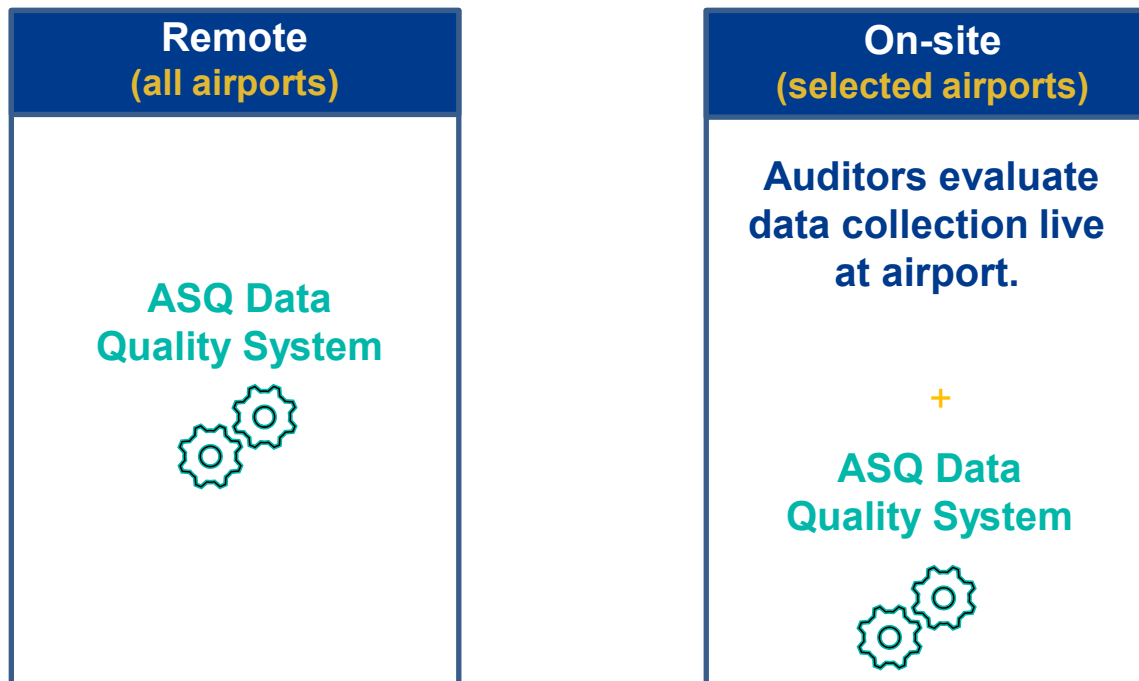
Unusual patterns detected  
are considered  
observations.

Airports are not penalized  
for observations but used  
to select for additional  
audits.




# Remote and On-site audit

## Two type of audits

ASQ employs remote and on-site audits to evaluate data collection.



Major and minor findings impacts awards eligibility.

Audited	Audit Results	Audit Outcome - ASQ Awards Eligibility
 <b>Authentic</b>	Questionnaires flagged as not self-completed results in a <u>major finding</u> .	Non-eligible if airport has a major finding in one or more quarters.
 <b>Representative</b>	Each data collection requirement not achieved results in a <u>minor finding</u> .	Non-eligible if airport has at least one minor finding in more than 1 quarter. <hr/> Non-eligible if airport has 5 or more minor findings in a single quarter.
 <b>Reliable</b>	Unusual patterns detected are considered <u>observations</u> .	Airports not penalized due to observations. Used to select for additional audits.

# How to get support from your ASQ team?



Contact the ASQ Support Team

**[asqsupport@aci.aero](mailto:asqsupport@aci.aero)**