Airport Service Quality

Departures Main Programme

METHODOLOGY



Confidentiality of ASQ Documentation

We would like to remind all members that ASQ Fieldwork guidelines, training and documentation provided by ACI, is confidential. We would like to request all members not to share these materials outside of their organization, not to have this publicly available and not to publish.

ASQ Departures survey data is shared between all participating airports on a confidential basis for their internal use only. As indicated in the terms and conditions of the agreement contract, specifically in Limited use of data clause, survey data must not be disclosed to third parties either by ACI or by the airport.

Participating airports shall refrain from:

- Publishing other airport member(s) scores and/or rankings
- Publishing reports publicly, including its own website, that contain other airport member(s) scores and/or rankings
- Uploading, entering into, or sharing any Confidential Information with any publicly available generative artificial intelligence tools, algorithms, large language models, or similar technologies that train on a wide set of data (commonly referred to as “public AI”), such as ChatGPT/OpenAI, DALL-E, BERT, Bing and Midjourney

Any breach of Limited use of data clause of ASQ Departures agreement contract may be penalized by ACI.

If you have any questions with respect to what can be publicized, please contact ACI. If your airport requires ACI’s authorization on specific ASQ related communication, please contact aciasq@aci.aero.

ASQ survey data and fieldwork guidelines are highly confidential to ACI and member airports.

We thank all members for complying and adhering to these rules.

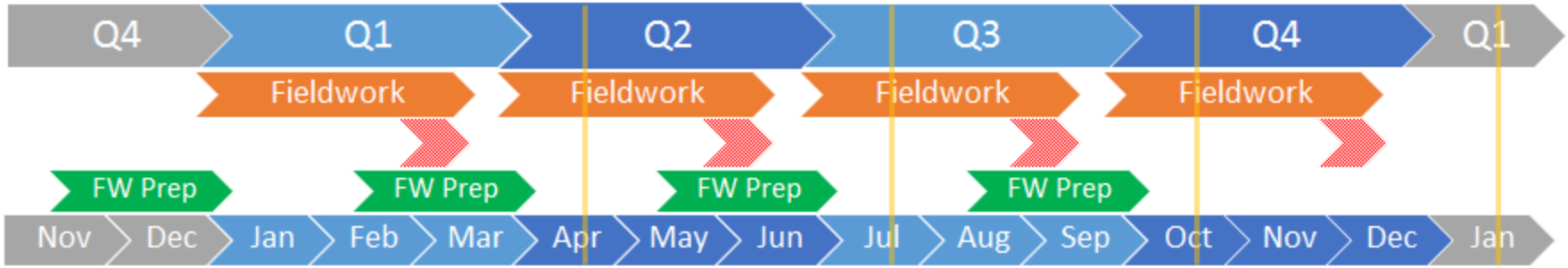
Section 1: Introduction to the ASQ Departures Survey

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

ASQ Departures Survey
Three components

Three key components of the ASQ departures programme

To collect the passengers' views with respect to airport's products and services while their experience is still fresh in their mind at the Departures gate. The survey needs to be self-completed by passenger.



Provide procedures, steps and tools to ensure that each member part of the programme is following the same rigorous process

(Before-During-After of data collection)

To evaluate passenger satisfaction and compare progress with other participating airports

(Benchmarking tool, Awards)

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 credentials for their agents.

Sample Plan

Quarterly targets are populated for each airport based on airline-destination pairs operating at airport. Fieldwork staff shall collect in accordance with these 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



Sample plan

Cirium Schedules Data – Global Direct database

ACI receives flight status for each airport from data supplier.



Worldwide coverage of 99.5%



4000 airports



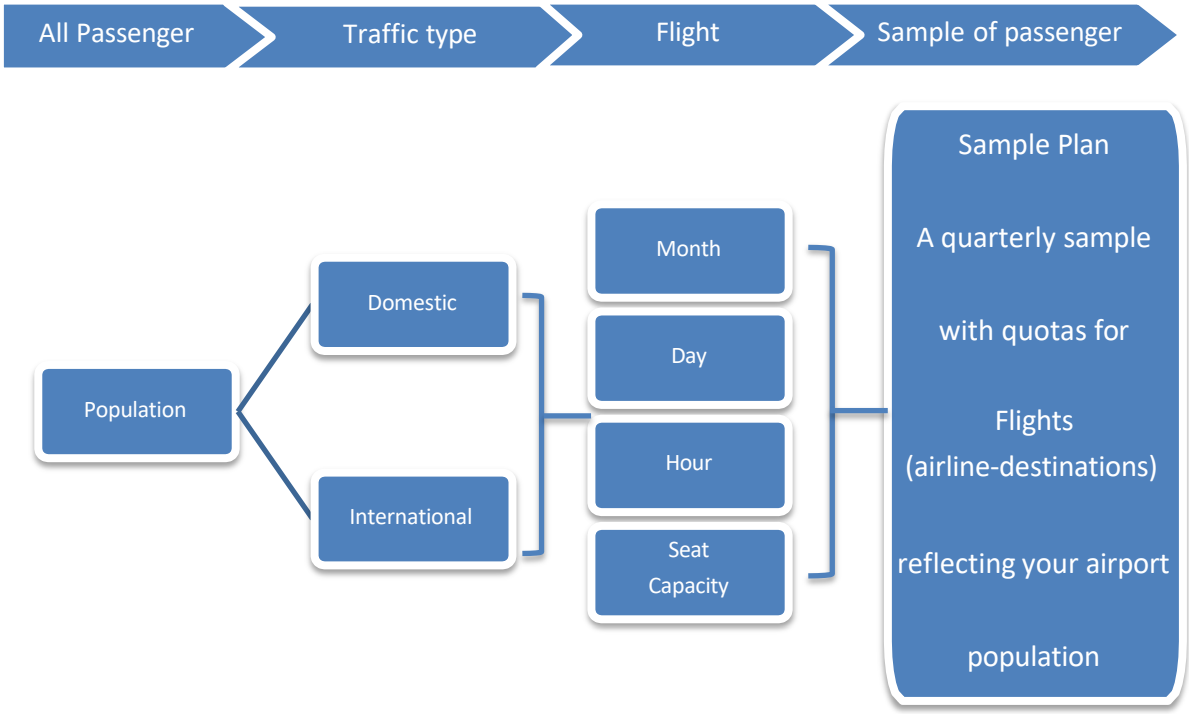
Schedules of more than 900 airlines



Extracted before each quarter

Sample plan
Target calculation

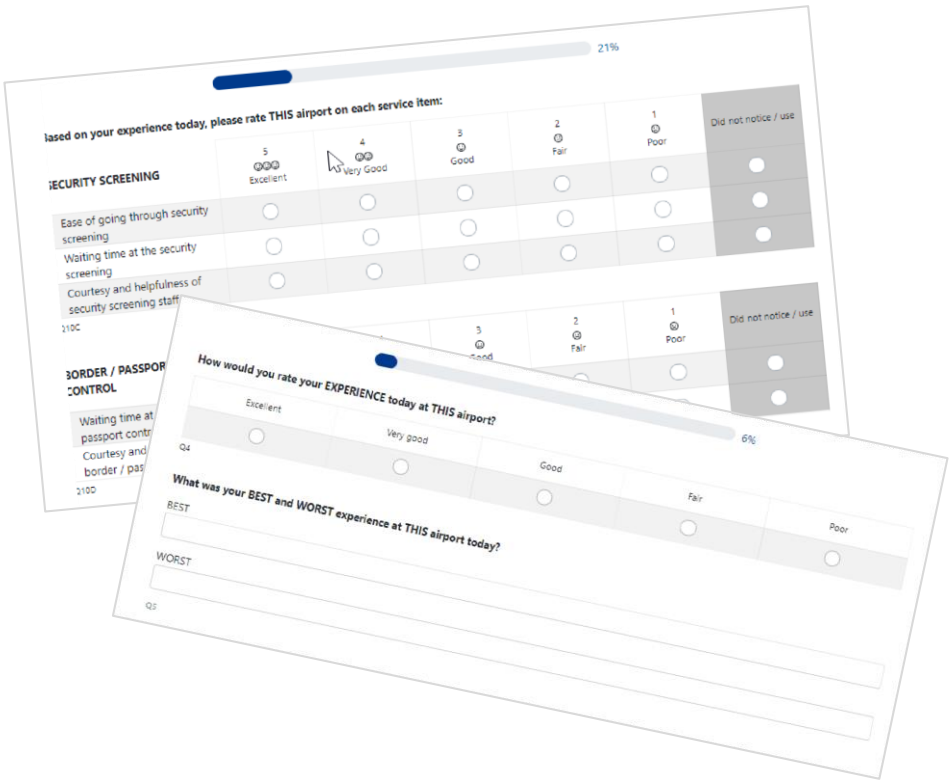
ACI calculates the quarterly targets using the airport specific information below



ASQ Departures Survey
Access via ASQ APP

The online survey is easily accessible via the ASQ Surveys APP





ASQ Departures Survey
Languages

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

Albanian	Arabic	Armenian	Azerbaijani NEW	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	Kannada NEW	Korean	Latvian	Lithuanian	Macedonian
Malay	Malayalam	Maltese	Norwegian - Bokmål	Papiamentu	Polish
Portuguese	Portuguese (Brazilian)	Romanian	Russian	Serbian	Spanish
Spanish (LAC)	Swedish	Tagalog	Tamil	Thai	Telugu
Turkish	Ukrainian NEW	Urdu	Vietnamese		

- You must select which languages you would like to offer in the App. They are all available, but we recommend selecting 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

Fieldwork Agents
Profile

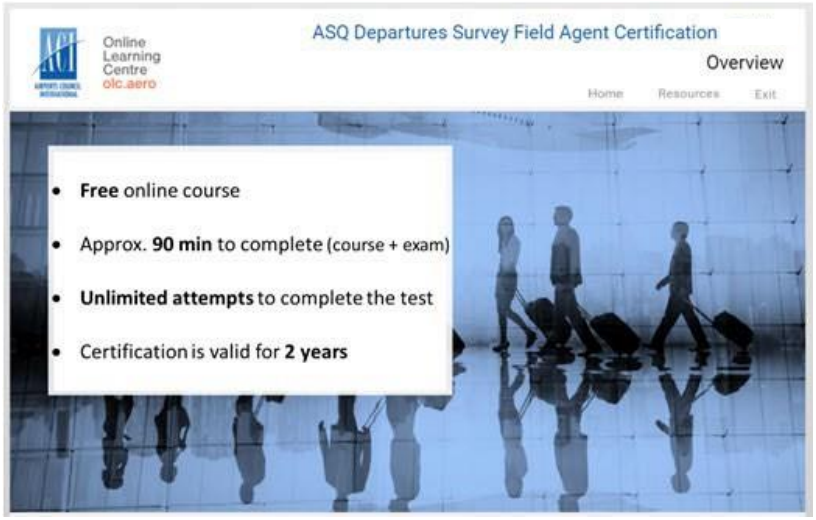
Select Fieldwork Agents who are..

- 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 wear the participating airport's uniform.
- carry a visible **airport identification card**.



Field agent certification - MANDATORY

Ensure field agents are certified before distributing ASQ questionnaires.



*It is **mandatory** for any 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 fulfill 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. The minimum percentage of your sample size to be collected each month is 25% in the first month, 25% in the second month, and 20% in the third month. One third of the airport's interviews are collected per month.
- 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, … etc.) 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
- Verify that your ASQ App is up to date

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

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

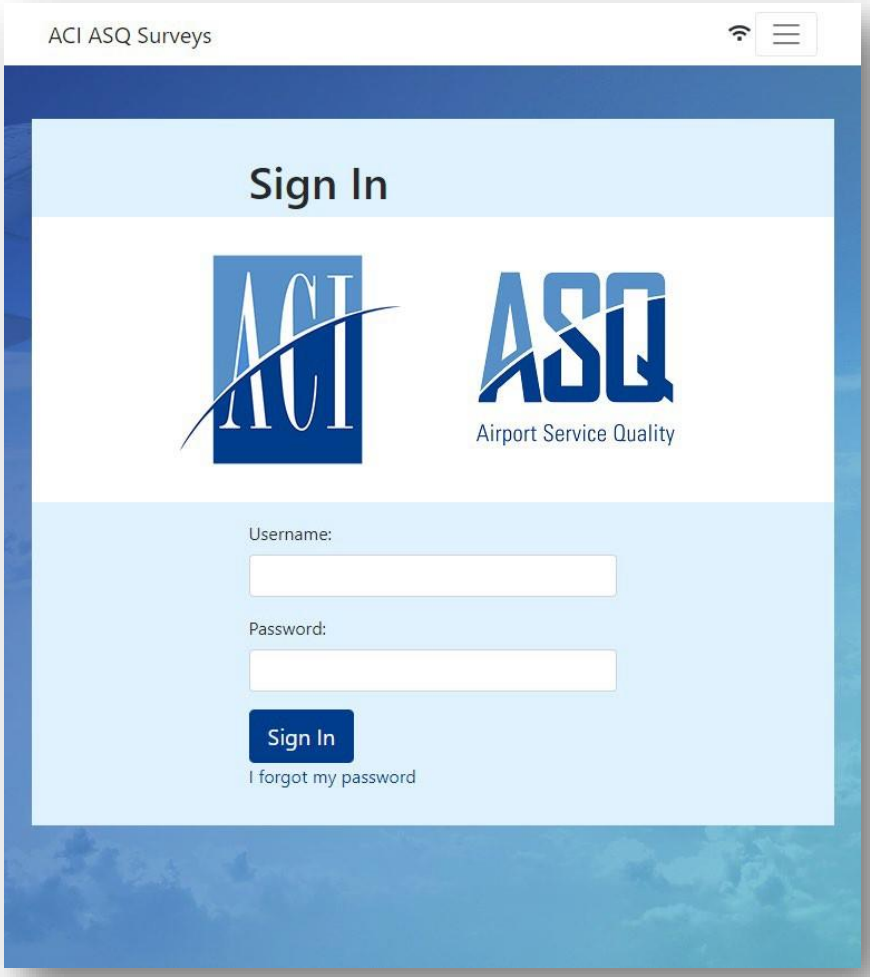


Using tablets that do not meet the minimum criteria can compromise the data collection and the transfer of completed questionnaires to our server.

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.

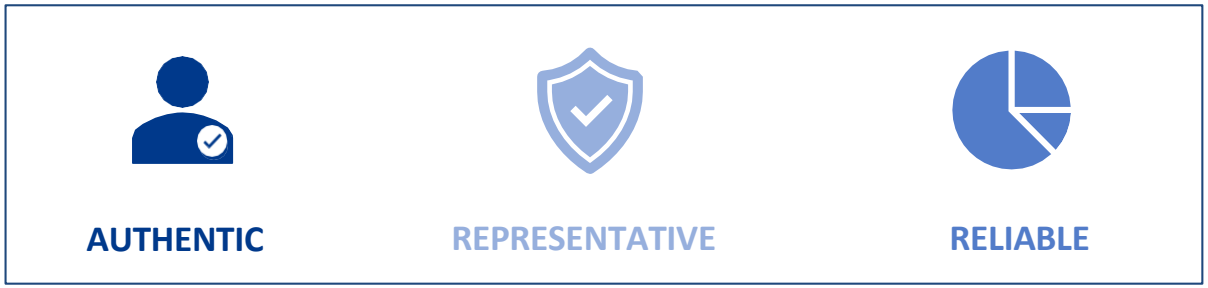


- The App is accessible via the Web browsers **Chrome** or **Safari** *(no need to go in App Store or Google Play)*.
- The App works in both **offline** or **online** mode.
- The App works with **Apple** and **Android**.
- **Updates** are made automatically, and do not require any user implication.

Online/Offline mode:
The data is collected and stored on the device and is synced automatically when online connectivity is available.

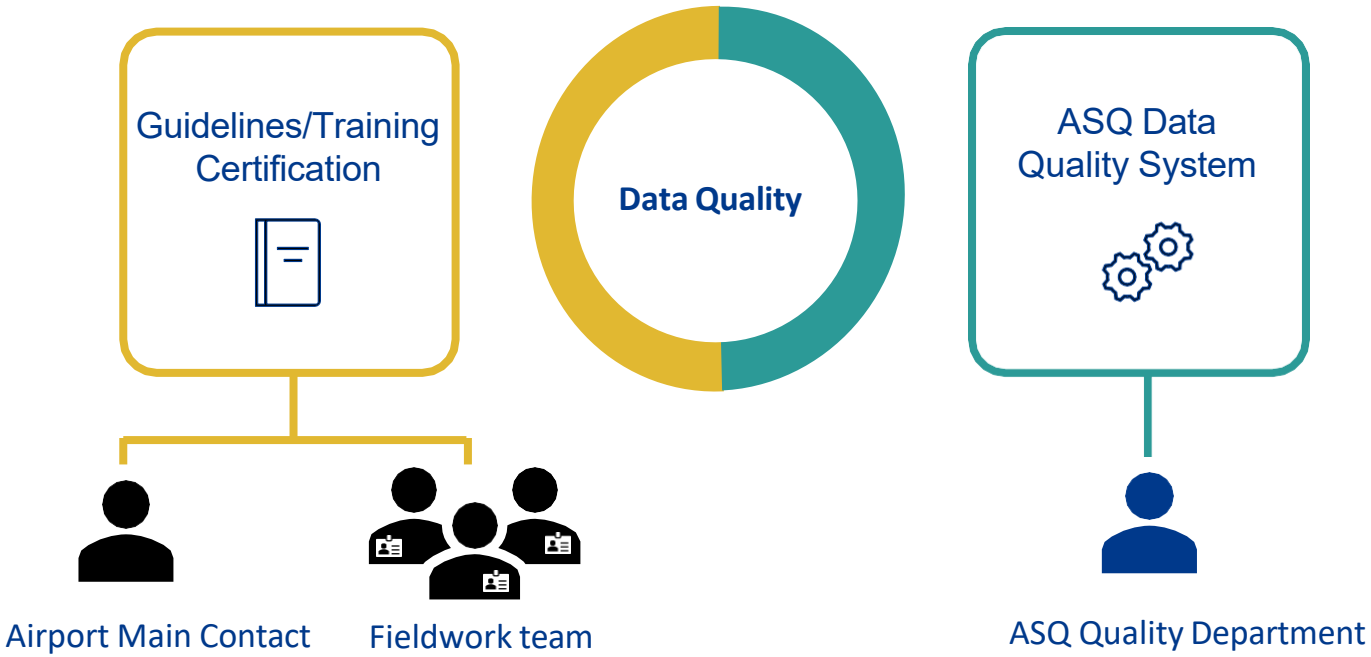
Section 5: ASQ Data Quality System and Process

"ACI… promotes professional excellence in airport management and operations."



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

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



REPRESENTATIVE

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



RELIABLE

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.

Characteristic – Reliable
Observation

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.

Remote
(all airports)

ASQ Data Quality System



On-site
(selected airports)

Auditors evaluate data collection live at airport.

+

ASQ Data Quality System



Awards Eligibility
2023 and onwards

Major and minor findings impacts awards eligibility.

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

ASQ Benchmark
Non-compliant Airport

To ensure the reliability of ASQ data, scores of non-compliant airports are not included in the ASQ quarterly benchmark.

Audit Finding

An airport is considered non-compliant for a quarter if an airport

- flags for authentic audits* in the quarter
- does not achieve 5 or more distributions requirements in a quarter under the representative audit*

**Information on audits can be found in section 5*

Outcome

A non-compliant airport will receive the ASQ benchmarking report, but that airport will not be included in the calculation of official scores and rankings for the period during which they were non-compliant.

Example: Airport compliant in all quarters except Q2.

	Q1	Q2	Q3	Q4
Status	Compliant	Non-compliant	Compliant	Compliant
Benchmark	**Included**	**Not-included**	**Included**	**Included**

How to get support from your ASQ team?

Contact the ASQ Support Team

asqsupport@aci.aero