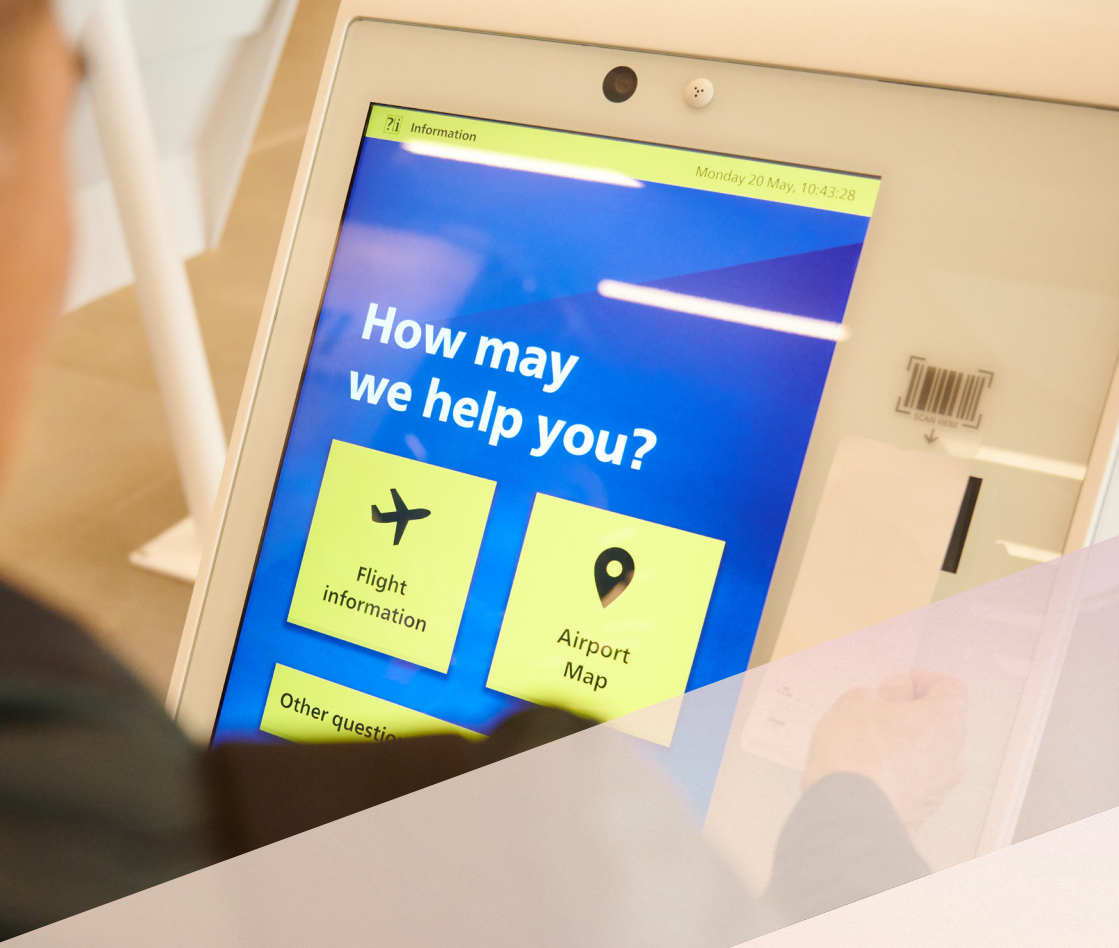
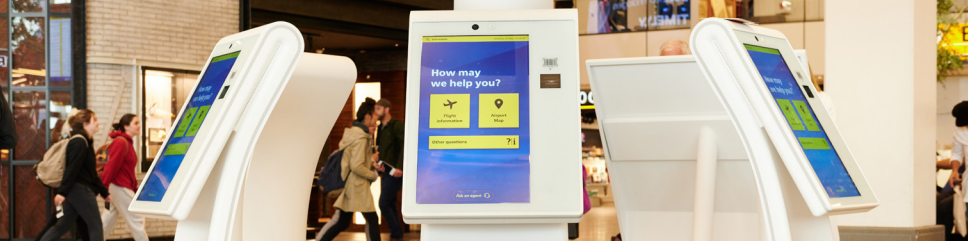


Self Service Unit

Optimise your passenger service

Schiphol Group | Aviation Solutions



Answer the majority of passenger questions at the airport, digitally

At Amsterdam Airport Schiphol, we discovered a passenger need to be serviced more digitally. Also, we know that over 85% of passenger questions are straightforward and, when providing the right channel and user interface, these can be answered without any human intervention. The Self Service Unit was developed to be that channel.

Why the Self Service Unit by Schiphol?

Developed by airport UX professionals

The Self Service Unit is a product of months of research and concepting by our in-house User Experience Design teams.

Proven technology

The Self Service Unit is built from modular software, to be extremely flexible and to interface with a large variety of airport systems.

Digital, but with a human touch

When a passenger has a complex question, the video- call function allows service agents to talk to the passenger, directly, and assist them.

Dedicated passenger service is a high cost endeavour

Passengers traveling through an airport terminal have a broad set of questions about their journey and procedures. Is my flight on time? Where is my gate? How do I get to my business class lounge?

These are just some examples of questions passengers may have. The historical approach is to have manned information desks at strategic locations to answer these questions. But there are drawbacks to this approach; it is costly as the desks need to be staffed, personnel is hard to find, and lines may form when it is busy. In addition, every question, no matter how simple, has to be addressed by staff.

Always the right channel for the right question

All the information, for every passenger

Combine all airport and travel information into one accessible kiosk: flight information, wayfinding, airport processes and FAQs. The information is presented in all major languages (over 100 languages to choose from).

Delighted passengers

Presenting the information in such a manner that one quick glance, and intuitive user interaction, allows for the answering of the majority (85%) of questions.

Personal attention

Ensure a personal approach for passengers who need advanced assistance through the video call function. The video call connects a passenger to an airport representative.

The value of Self Service Units explained

Seamless passenger flow

Amsterdam Airport Schiphol currently has Self Service Units in service throughout the terminal. All manned desks have been replaced by “information zones”, where five units are placed in a circle. In addition, Flight Information Displays are added as well so that passengers can find flight information quickly. These zones are recognisable and strategically placed. For Amsterdam Airport Schiphol, this also means that we can reach passengers that do not use our other digital channels, like our app and website (i.e. transfer passengers).

The digital colleague that always has the right answer

With over 25 million passengers a year the Self Service Units play a crucial role at Amsterdam Airport Schiphol. Of all passenger questions, 85% is answered without any human intervention. The remaining 15% is answered through the passenger's preferred customer service option: phone call, Facebook Messenger, WhatsApp or the video call. Key to our service concept is that when a passenger needs personal assistance after having spoken to the online representative, an agent at the airport is sent to the passenger to personally assist him/her. This ensures that human-to-human assistance is available at all times.

Improving airport operations by understanding the passengers' needs

The Self Service Units provide our customer service department with data on the issues the passengers face. We know which questions are asked most ,and what passengers search for on the map. The Self Service Units also provide direct feedback on the information presented. This allowed Amsterdam Airport Schiphol to improve wayfinding to airline business class lounges, as this was a returning issue for passengers consulting the Self Service Units.

Here's how to make this work at *your* airport

Step 1: Explore

Together with our dedicated user experience designers, we explore & design the best approach for your airport & processes.This takes into account the number and location of the Self Service Units needed and the various data integrations that may need to take place.

Step 2: Implement

Our dedicated digital development team customises the user experience on the Self Service Unit for you and integrates it with your services. The last step is to physically place the units at your airport.

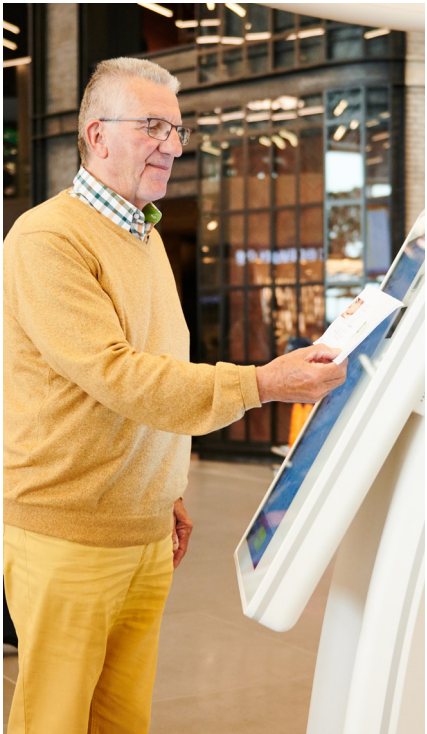
Step 3: Run

We will be there for you to ensure you achieve maximum value from the Self Service Units. The hardware and software are designed in such a way that your maintenance and IT team can take care of most, if not all, of the support.

Our partners

Atos prestop Google

Our approach aims to ensure that maximum value is delivered to your passengers and customer service organisation. Key to this is that we work with strategic partners to make this happen. ATOS, a global consultancy firm, is our main implementation partner. Prestop is the manufacturer of the physical unit, who will be involved from the start. Our role is to ensure that the entire interface and presentation of the information on the Self Service Units is optimal for your airport.



Ready for a deeper dive?
Do you want to increase the rate of innovation? Let's talk technology.
Send an email to **aviationsolutions@schiphol.nl** to
start the conversation.

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