Case Study

The Success Story of Passenger Experience at iGA Istanbul Airport

November 2023

Istanbul Airport iGA

wiseback

5-star journeys start here

iGA Istanbul Airport is the larger of two international airports serving Istanbul, Türkiye. It is located in the European side of the city.

All scheduled commercial passenger flights were transferred from Atatürk Airport to Istanbul Airport on 6 April 2019, following the closure of Atatürk Airport for scheduled passenger flights.

It served more than 64 million passengers in 2022, making it the **busiest airport in Europe** and 7th-busiest airport in the world in terms of total passenger traffic and, by serving more than 48 million international passengers, the 5th-busiest airport in the world in terms of international passenger traffic according to ACI World traffic values. It serves up to **114 countries** and is the hub for Turkish Airlines.
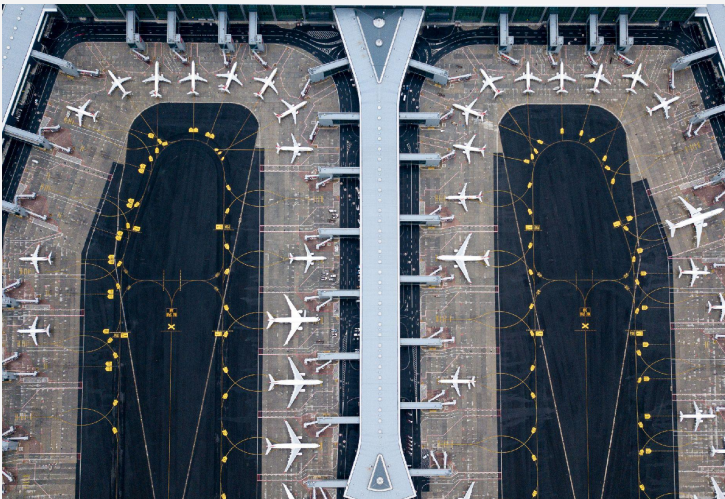
iGA Istanbul Airport received many national and international certificates in its four-year service journey thanks to its exemplary practices in the aviation sector, and has received more than 60 awards in total. In addition, iGA Istanbul Airport has achieved great success by obtaining an international certificate, the "Airport Pandemic Certificate" given by the Directorate General of Civil Aviation and signing the "COVID-19 Aviation Health Safety Protocol" published by the European Union Aviation Safety Agency (EASA). It became the first airport in the world to receive the "Airport Health Accreditation" certificate issued by the Airports Council International (ACI).

Furthermore, it has earned the title of "**The Best Airport in Europe**" in the field of digital transformation by being awarded the "**Digital Transformation Award**" within the scope of the 16th ACI Europe Awards given by the Airports Council International (ACI). In addition to these awards, it was also awarded with the "**5-Star Airport**" award according to the evaluation of Skytrax, one of the most influential aviation organizations in the international arena, and owing to the measures it took against the COVID-19 pandemic, it was awarded the "**5-Star COVID-19 Airport**" and has become one of the two airports in the world receiving both awards at the same time.

Istanbul Airport, which has the world's largest terminal and serves in the main terminal building of **1 million 400 thousand square meters** under a single roof, stands out with its hosting **70 million passengers**. Measuring and managing the passenger experience in such a large area was a challenge in itself.


An experience management solution was needed in a structure that would include all touch points at the airport. A platform with user authorization and accessible to all stakeholders was desired. Collecting employee suggestions and conducting research surveys when necessary was also an important issue.

Web and **mobile** application experience was also an important part of the project to measure the passenger experience end-to-end, from the door of the house to the door of the plane.

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Wiseback Solution: Instant Feedback Gathering Through Kiosks and QR Channels

Real-time feedback is collected in **12 languages** via kiosk screens located at **236 designated points** at the airport. Devices using Wiseback Kiosk APK software work 24/7 without the need for **MDM** software.

Hygienic sensitivity and user experience were taken into consideration on kiosk screens, and there is an option to leave feedback via **QR code** on the welcome page. Collected feedback based on experience point and channel (kiosk, QR).
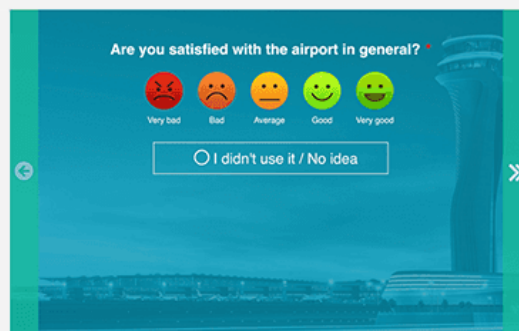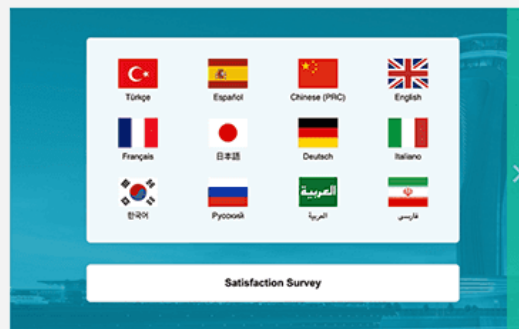
Passenger experiences were collected under **43 main topics**. Using these topics, 22 different experience types were defined at 398 experience points at the airport.

Experience survey flows were differentiated according to the type of experience point. With the logical flow, passengers were enabled to leave feedback as quickly as possible.

When passengers give low scores, the alarm system is activated and instant notification is sent to the relevant departments regarding the dissatisfaction.

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Wiseback Solution: Enhancing the Passenger Journey with Digital Experience Points on Both Web and Mobile

Istanbul Airport's mobile application and website serve as pivotal digital touchpoints in the passenger experience, offering essential services.

Travelers opt for these platforms to access information, settle parking fees, and access premium services. The mobile app, featuring exclusive campaigns, is meticulously designed to ensure passengers enjoy a seamless journey, from their doorstep to the aircraft door.
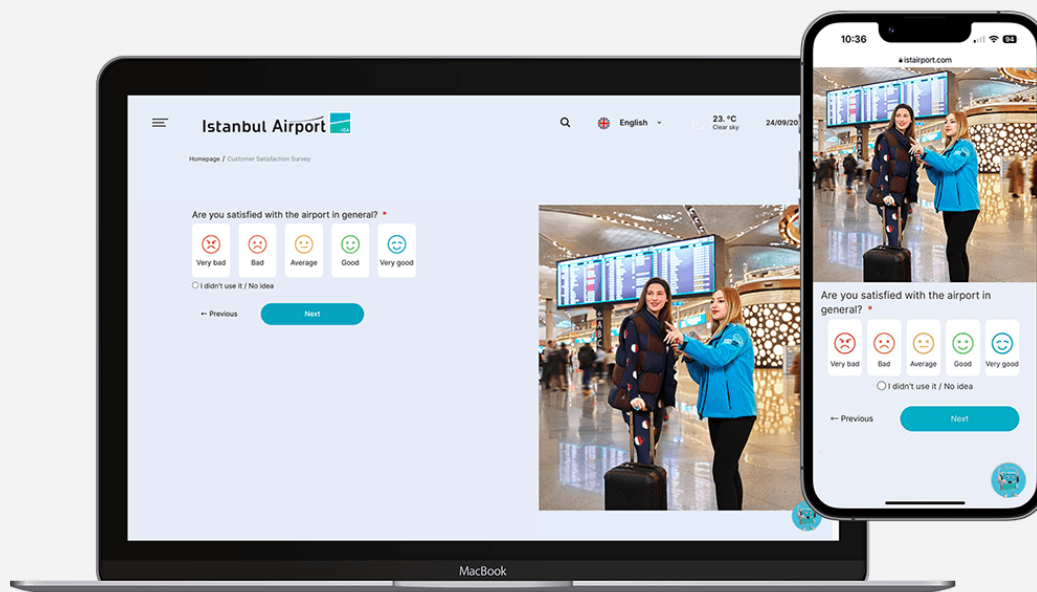
The integration of Wiseback's mobile and web forms with iGA's mobile applications and website enhances the overall experience.

Wiseback forms seamlessly blend with the theme of the iGA website and mobile application, creating a cohesive user experience. Real-time passenger feedback is gathered in 7 different languages in mobile, 8 different languages in web ensuring a global reach and comprehensive understanding of the travelers' sentiments.

Experience surveys on the website and mobile application can be changed from the Wiseback panel when necessary, without the need for a software update.

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Wiseback Solution: Passenger Feedback Becomes Key Insights, Guiding the Ultimate Passenger Experience

Analyzing results from all touchpoints and taking necessary actions was a crucial stage in the project. Real-time tracking and personalized reporting on Wise Analysis screens facilitated a comprehensive examination of the passenger experience.

Using metrics like CSAT, NPS, and CES, Wisback conducted topic and period-based analyses for in-depth insights. The annual CSAT score saw a remarkable 8% improvement, NPS surged by an impressive 2 points, and Customer Effort Score (CES) soared by an astonishing 18%.

The iGA experience team and other departments can access Wiseback platform real-time AI-driven topic-based comparative reports. iGA prioritize the pursuit of a flawless passenger experience through daily and weekly reports, as well as instant notifications.

Besides its analytical capabilities, Wiseback also offers data transfer to iGA's other business partners via API.

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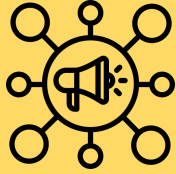# Results & Figures

Collected Feedback #
+150K

Touch Points #
30

Channels
Kiosk, QR, Mobile App, Web, Email

Employees with Wiseback User #
75

Abdulkadir Ercan Demirtaş
Customer Experience Manager
iGA

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Wiseback provided us with the vital technological infrastructure required for our customer experience management project. A significant factor for us was the seamless integration of Wiseback's software and services with iGA's IT infrastructure. Wiseback furnishes us with detailed real-time feedback analysis from all channels, equipping us with the necessary insights for achieving a seamless passenger experience. We highly appreciate Wiseback's contribution to our project.

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Contact us to learn more about our solutions that will elevate your Customer Experience measurement and management processes to the next level.

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