

CASE STUDY

Frontier Performs Airport Parking Service Audit

Overall, Wally Park Performs Well But Key Issues Identified

background

A service audit is a tool used to help improve the interaction points between a customer and a service provider. It maps and measures the customer touchpoints and then identifies areas for improvement or enhancement. Usually the exercise is performed blind, where the company employees are not that aware that they are being audited. Documentation of the entire audit - video, photos, audio recordings and other artifacts can then be presented to the client to assess and highlight areas for improvement.

Frontier Service Design performed a service audit for Wally Park, an airport parking company at Philadelphia International Airport by sending three staff members on a "trip to Florida."

conclusions

The three "travelers" went to the parking lot and noted all aspects of the experience, from human interactions, to system process to the physical layout. Areas for improvement and opportunity included:

Improvements:

- ▶ Consistency of staff training: the ones who shine make the average drivers look poor by comparison.
- ▶ The parking facility has a great location on the corner of the old entrance to the airport, but since Philadelphia Airport reconfigured their main entrance, the location is hard to find. A series of billboards might be worthwhile instead of the single billboard so close to the airport.
- ▶ Poorly maintained asphalt in some areas of the lot.

SERVICE AUDIT						
EXTERNAL		COMMENTS				
COMPANY NAME: <i>Wally Park</i> CONTACT NAME: EMAIL: PHONE#: (577) <i>WALLY-PK</i>						
WEBSITE						
Ease of contact	(1)	(2)	(3)	(4)	(5)	N/A
Navigation	(1)	(2)	(3)	(4)	(5)	N/A
Representative of company's product/services	(1)	(2)	(3)	(4)	(5)	N/A
ADVERTISING						
Placement	(1)	(2)	(3)	(4)	(5)	N/A
Impact	(1)	(2)	(3)	(4)	(5)	N/A
SIGNAGE						
Location	(1)	(2)	(3)	(4)	(5)	N/A
Readability	(1)	(2)	(3)	(4)	(5)	N/A
Impact	(1)	(2)	(3)	(4)	(5)	N/A
DURING PURCHASING PROCESS						
PHYSICAL PLANT						
Ease of Access	(1)	(2)	(3)	(4)	(5)	N/A
Appearance	(1)	(2)	(3)	(4)	(5)	N/A
Location	(1)	(2)	(3)	(4)	(5)	N/A
Cleanliness	(1)	(2)	(3)	(4)	(5)	N/A
PERSONNEL						
Friendly/Courteous	(1)	(2)	(3)	(4)	(5)	N/A
Good Listening Skills	(1)	(2)	(3)	(4)	(5)	N/A
Competence	(1)	(2)	(3)	(4)	(5)	N/A
Initiative	(1)	(2)	(3)	(4)	(5)	N/A
Responsiveness	(1)	(2)	(3)	(4)	(5)	N/A
Relevant/Personalized Services	(1)	(2)	(3)	(4)	(5)	N/A
Demonstrates desire to meet needs	(1)	(2)	(3)	(4)	(5)	N/A

Opportunities:

- ▶ Car Servicing - For additional revenue, we suggest that cars could be serviced during their parking stay at the facility including oil changes, car washes, and car detailing.
- ▶ Frequent Parker Promotion - While the website does a nice job of promoting a Frequent Parkers club, it is not promoted to the drive-in customer. We had to request a brochure. Our suggestion: Advertise Frequent Parker club more prominently at the entrance and pay booth.

kudos

There were several services offered by Wally Park that were of a particularly positive nature and are worth noting:

- ▶ Mints and newspapers were provided inside each of the transport buses, creating a relaxing environment once you exit your car and step onto the shuttle bus.
- ▶ A small card, with a handwritten note referencing your parking spot (C-42) was handed to each passenger.
- ▶ Upon exiting the lot, a bottle of water with the Wallypark logo was delivered along with a receipt - quite welcome after a long, arduous air journey.
- ▶ Nearly every driver got out of the transport bus and assisted with removal of suitcases from car trunks, and did the same on the return journey, picking up passenger bags from the curb and depositing them in the van.
- ▶ A real wow moment: The booth attendant came out of her booth as we first drove into the parking lot, stopped in front of the ticket dispensing machine, took out our ticket, and greeted us with a friendly "hello!"

transcript samples

As part of the service design audit, members of the team speak into a small digital recorder to capture thoughts and impressions in real-time. Here are a few samples from this service audit.

As we get out of our car and step onto the bus, I can see the delight in my colleagues eyes - not only did the driver help with the bags, regardless of the fact that we have a strapping 20-plus young man as one of our travelers, but there are mints and a newspaper on the seat inside the bus, for our enjoyment.

...Upon our return trip - we called from our cell phones - each of us called separately to see if we would have different experiences. There could definitely be some improvement here - the (operator) was a bit curt, quick, with a hurried, muddled sounding answer - go down to baggage claim and we will meet you at the exit in a few minutes... There is only one area outside baggage claim that allows the parking service vans, and two exits from baggage claim on opposite sides of the building so it would be important to be clear about this for first-time, or infrequent travelers.

We did indeed get a different driver on the way back, and he provided a less pleasant experience. After the delightful Andrew we had on the way to our gate, the contrast was all the more apparent. He did not offer to lift our bags, did not make eye contact, although his van arrived within 5 minutes of our cell phone call.

