

How Airports Are Using Real-Time Insights to Improve Performance and Experience

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Introductions



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Soft Services

About Us



- Voice of Customer (VoC) / Customer Experience (CX) solutions
- Founded in 2007
- Industry Focus: Airports, Business & Industry, Healthcare and Higher Education



Monitor the CX across Airports

One platform - Total visibility



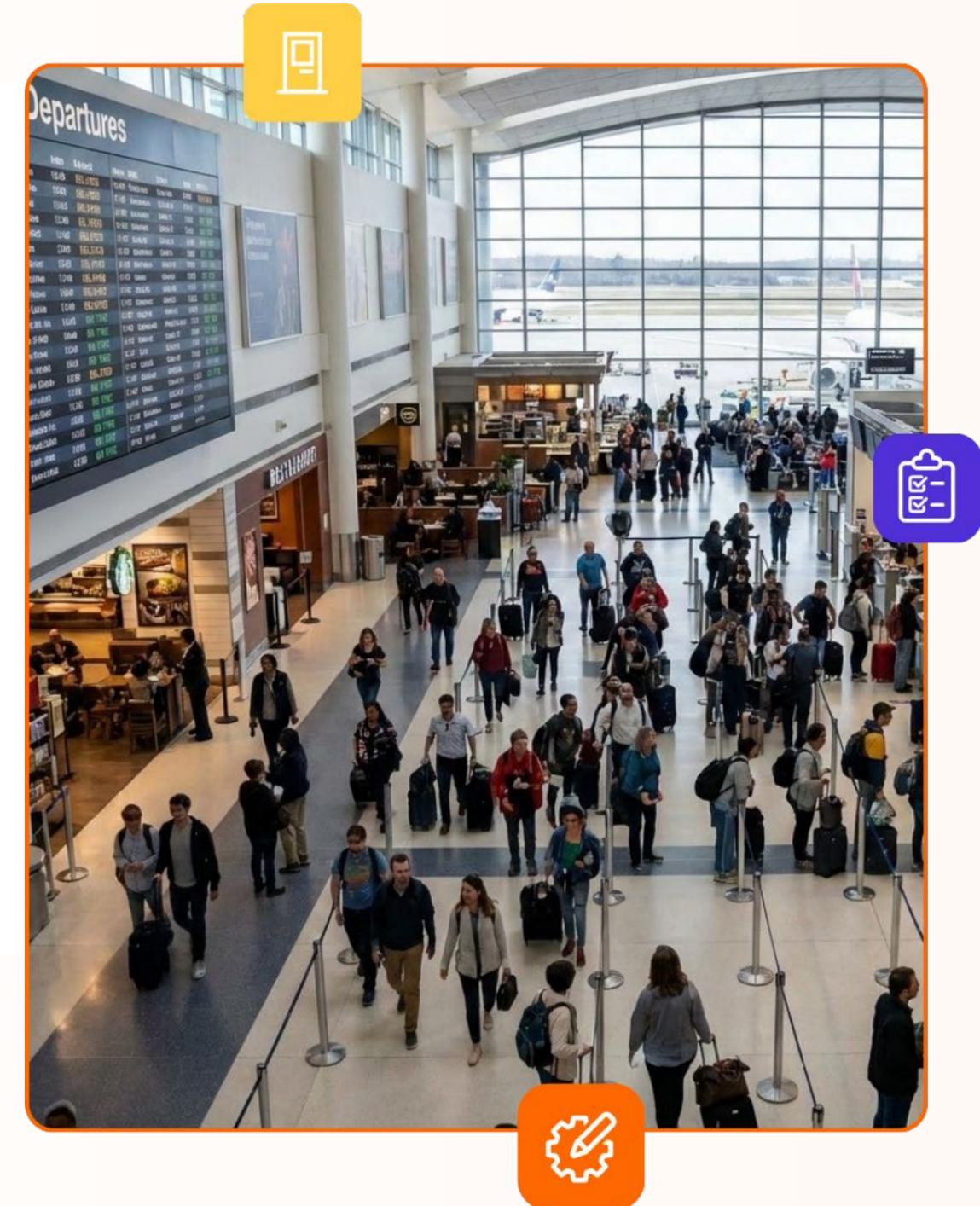
- ❖ Concessions
- ❖ Retail
- ❖ Parking
- ❖ Transportation
- ❖ Restrooms
- ❖ WiFi
- ❖ Lounge
- ❖ Boarding Areas
- ❖ Security
- ❖ Baggage Claim

Multiple Solutions, One Platform.

-  **TxtTapScan&Tell** In-the-moment feedback
-  **ShopandTell** Mystery shopping
-  **FixIT** Problem reporting
-  **SurveyIT** General surveys
-  **MarketIT** Outbound marketing
-  **AuditIT** Inspections and audits

Abda, our AI analytics layer, helps pull that data together - trends, sentiment, and simple, actionable reports.

In short: capture → respond → improve





SAN DIEGO INTERNATIONAL AIRPORT

**Presented by Eric Van Pelt
Airport Terminal Coordinator**

About San Diego International Airport



- 25 Million Passengers per Year / 69,000 – 85,000 Passengers Daily
- Busiest Single Runway Airport in the US
- Two Terminal Buildings plus International Arrivals Building
 - New Terminal 1 (opened September 2025); 1.2 million-square-foot- 3 story facility
- 75 “Public” Restrooms Airport Wide
 - Touchwork QR Code / Signage Posted in All Restrooms



Problems before Touchwork

- Dirty Floors/Sinks/Toilets Not Reported
- Broken Faucets/Toilets not Reported
- Clogged Toilets, Urinals and Sinks not Reported
- Frequent Paper Product Shortages
- Wet / Flooded Areas not Reported



The image shows a sign for San Diego International Airport. At the top, it features the airport's logo and the text "SAN DIEGO INTERNATIONAL AIRPORT. LET'S GO." Below this, a blue banner asks "Does the restroom need attention?". In the center is a large QR code. At the bottom, another blue banner says "Please scan the QR code to report any problems". The sign has a green border at the top and bottom.

SAN DIEGO
INTERNATIONAL AIRPORT.
LET'S GO.

Does the restroom need attention?



Please scan the QR code to report any problems

T2W-G34-MRR

Solution / How Operations have Improved



- Direct Passenger Reporting of Restroom Issues via QR Code
 - Immediate attention by Custodial Services
 - Situational Awareness for plumbers (ie. Broken Faucets / Toilets)
 - Reduced Liability /Claims
 - Fewer Trip and Fall Reported



- Statistical Trends to determine which restrooms require additional attention
- Better Visibility of Restroom Conditions to Authority Management
- Better Passenger Travel Experience with Cleaner Restrooms 😊

SACRAMENTO INTERNATIONAL AIRPORT

Presented by Javier Herrera
Sr. Airport Operations Worker



Contents

1. **Airport Challenges**
2. **Operations**
3. **Overview**
4. **Data**



Airport challenges & the FixIT solution

Challenges (Before FixIT)

- **Previous reporting model:** issues were relayed via the Custodian Supervisor — delays and limited situational awareness.
- **Recurring pain point:** restrooms required constant attention due to high passenger volumes and varied cleanliness expectations.



FixIT Solution

- **Why FixIT:** need for real-time notifications to improve responsiveness and maintenance efficiency.
- **Deployment:** QR codes positioned throughout the airport (restrooms, checkpoints, food courts, boarding areas, jet bridges, public & non-public areas).
- **Adoption:** user-friendly interface, minimal training required; broadly accepted by staff and passengers.
- **Immediate benefit:** real-time alerts enabled prompt action, improving service quality and passenger satisfaction.

How operations have improved since FixIT

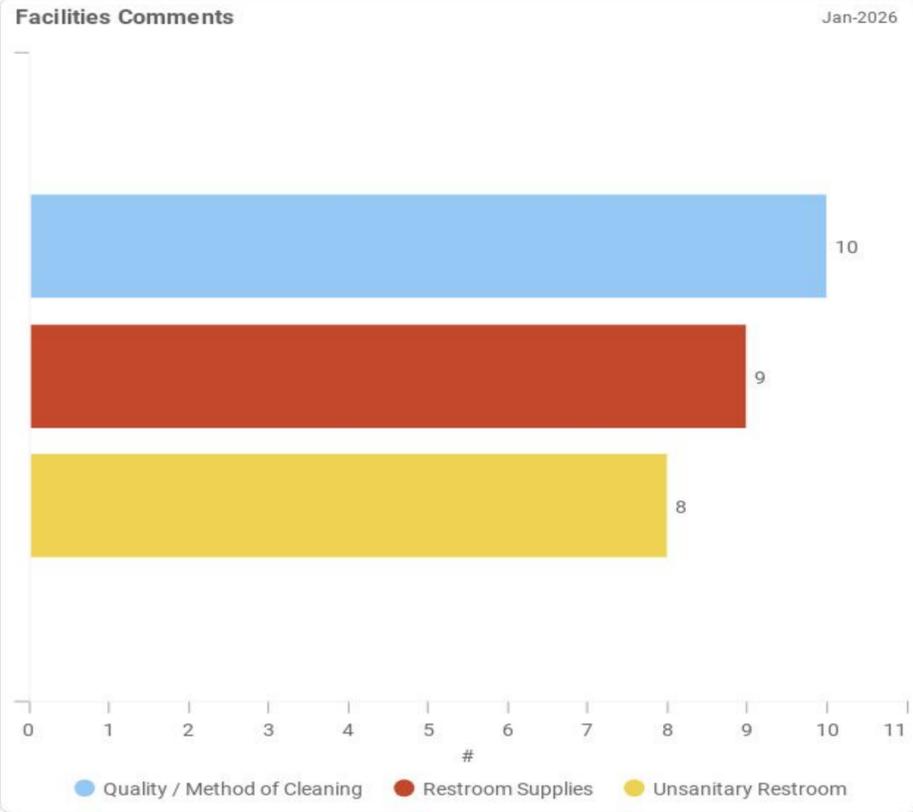
- **Faster response:** dedicated communication channel and immediate acknowledgments enable fast dispatch of custodial teams.
- **Fewer missed or duplicate requests:** streamlined reporting and routing reduced errors and missed follow-ups.
- **Better visibility of recurring issues:** teams can spot problem patterns (e.g., restroom cleanliness) and target corrective actions.
- **Improved contractor support:** custodial contractors receive timely alerts and can address missed areas quickly.
- **Stronger customer outcomes:** verified complaints have decreased and positive passenger feedback has increased (example: rapid resolution of a flooding restroom via QR report).



Overview — operational impact & outcomes

- **Real-time accountability:** teams typically acknowledge notifications in under one minute and dispatch personnel promptly.
- **Staff performance & process improvement:** alerts and tracking drive higher consistency and catch overlooked areas.
- **Compliance & audits:** FixIT supports quality-control inspections and has contributed to higher audit pass rates.
- **Efficiency gains:** streamlined communication and real-time acknowledgement saved time and reduced response times (reported improvement ~**15–30 minutes** vs previous methods).
- **Reputation & CX:** contributed to recognition (e.g., top midsize U.S. airport in WSJ 2022) and high customer-satisfaction rankings.
- **Passenger-friendly reporting:** easy QR reporting improves engagement and speeds problem resolution.
- **Bottom line:** FixIT has driven accountability, operational excellence, and improved passenger experience.

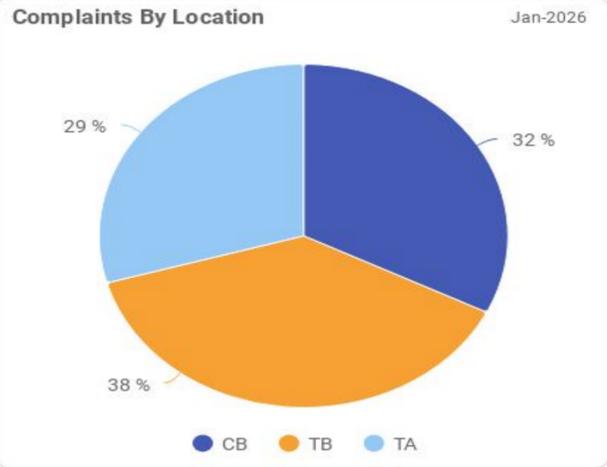
Snapshots of Data



Top 4 Troublesome Areas

Jan-2026

ACCOUNTS	Count
TB 1192 WRR	3
CB Boarding Areas	2
TB 1193 AGR	2
TA Concourse A2 AGR	2



Complaints By Location

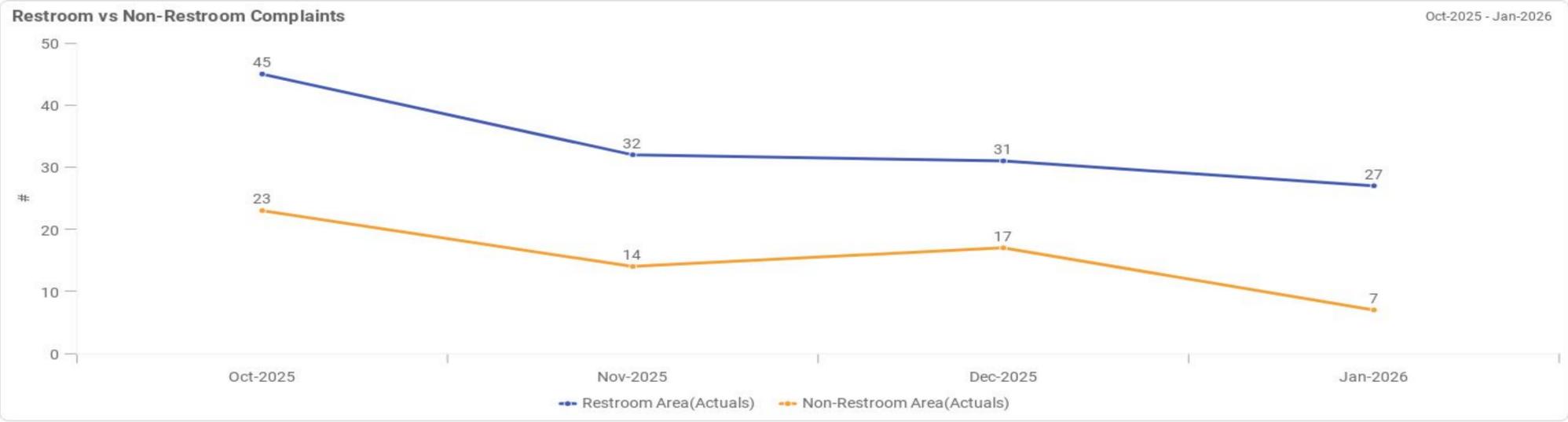
Jan-2026

ACCOUNTS	Count
CB	11
TB	13
TA	10

County Custodian FTE

Jan-2026

ACCOUNTS	Count
Supervisors	3
Custodian II	15
21J	0

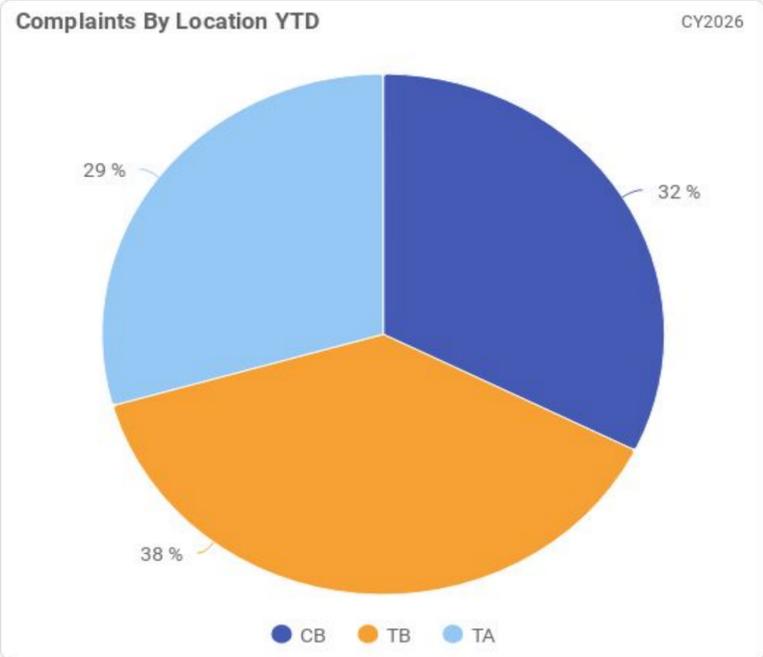
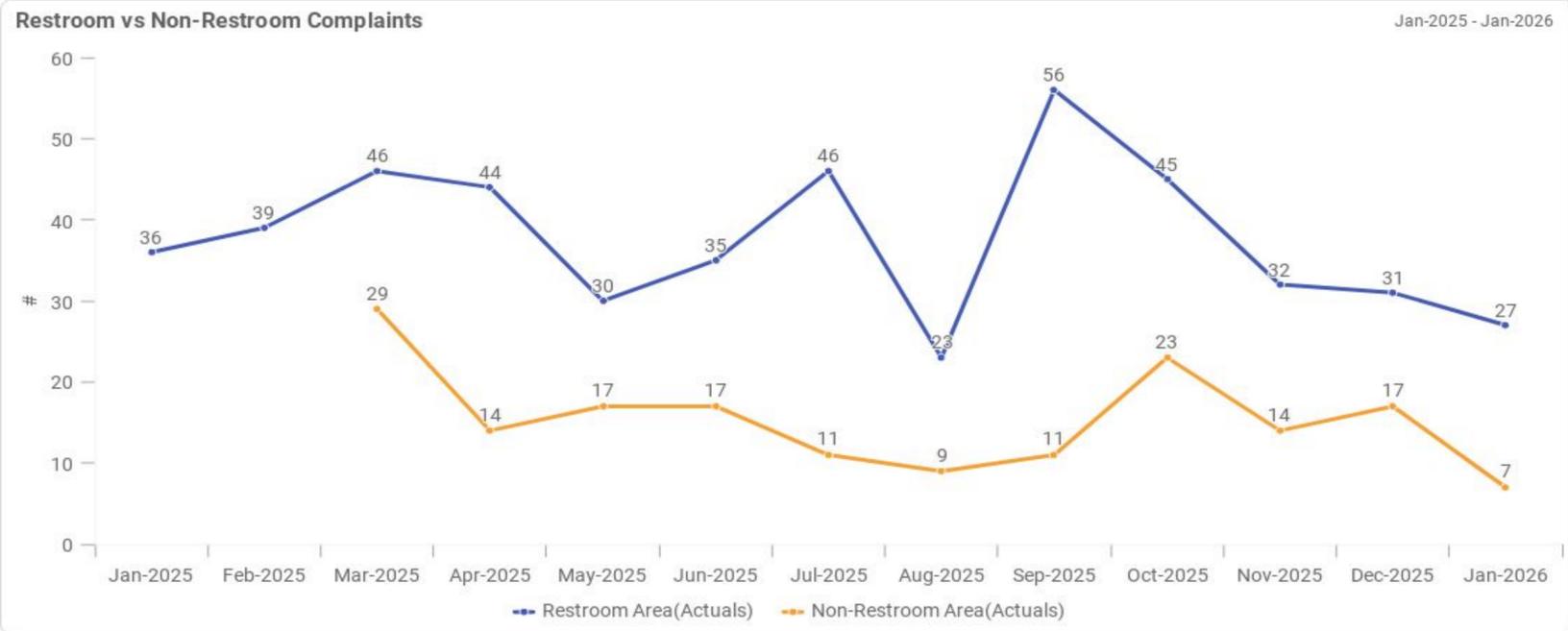
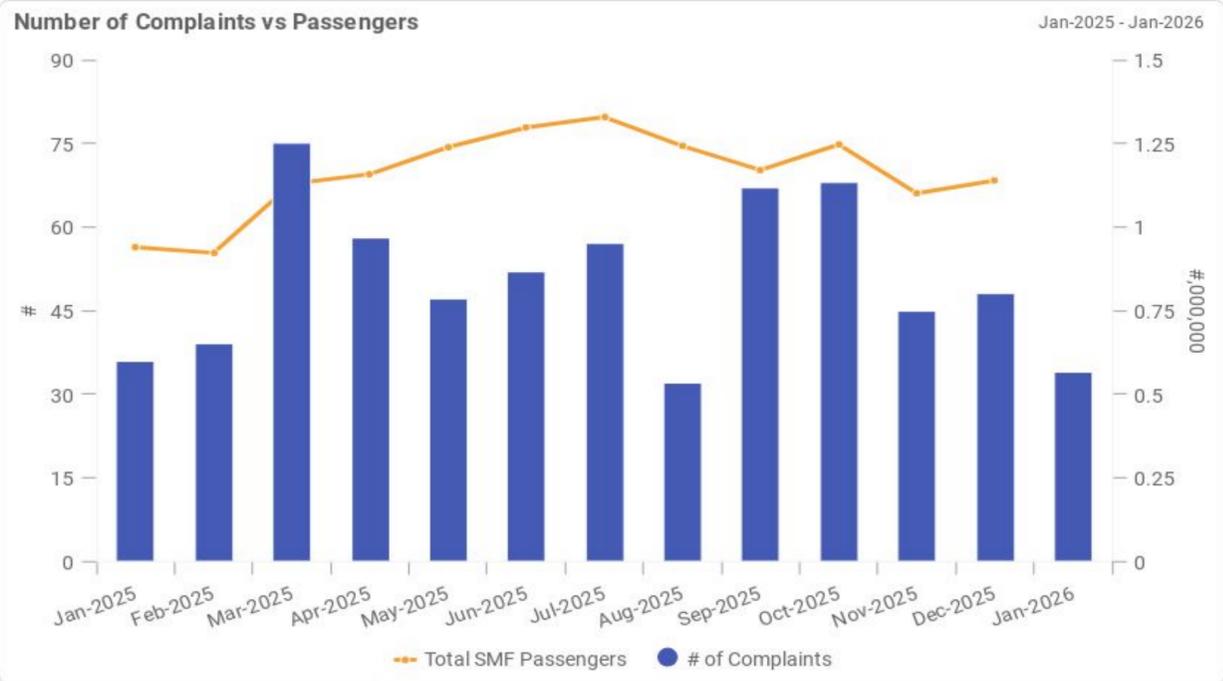
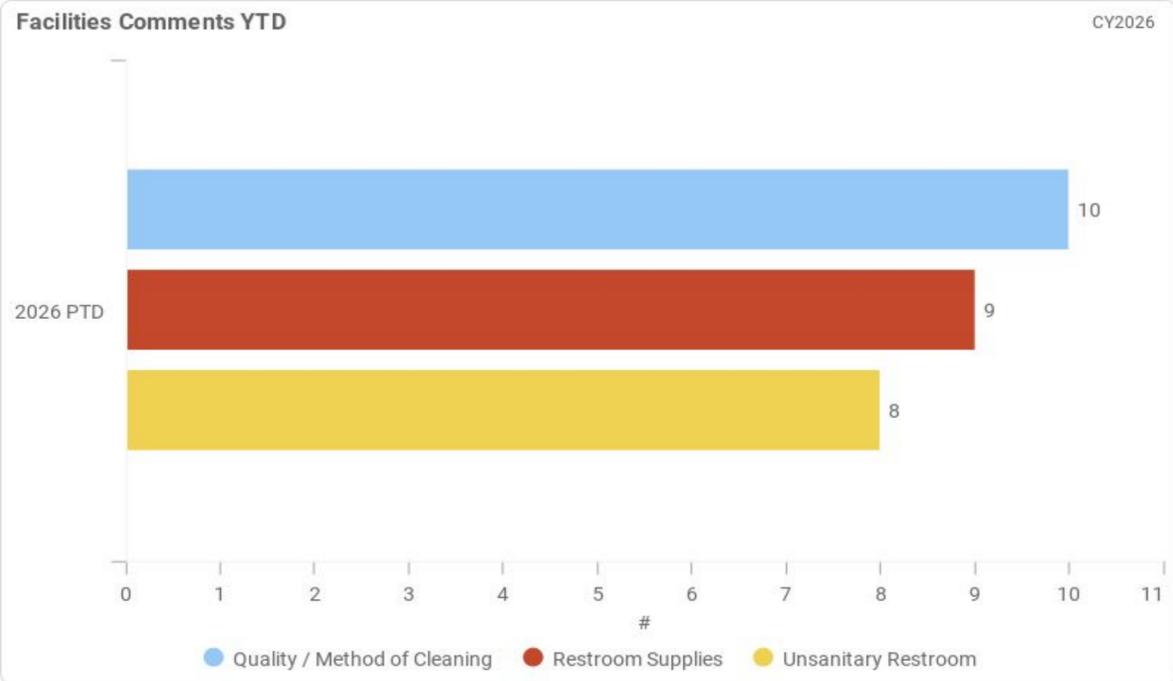


Injury/Accident Report

Jan-2026

ACCOUNTS	Count
County	0
Custodian Contractor	0

Snapshots of Data

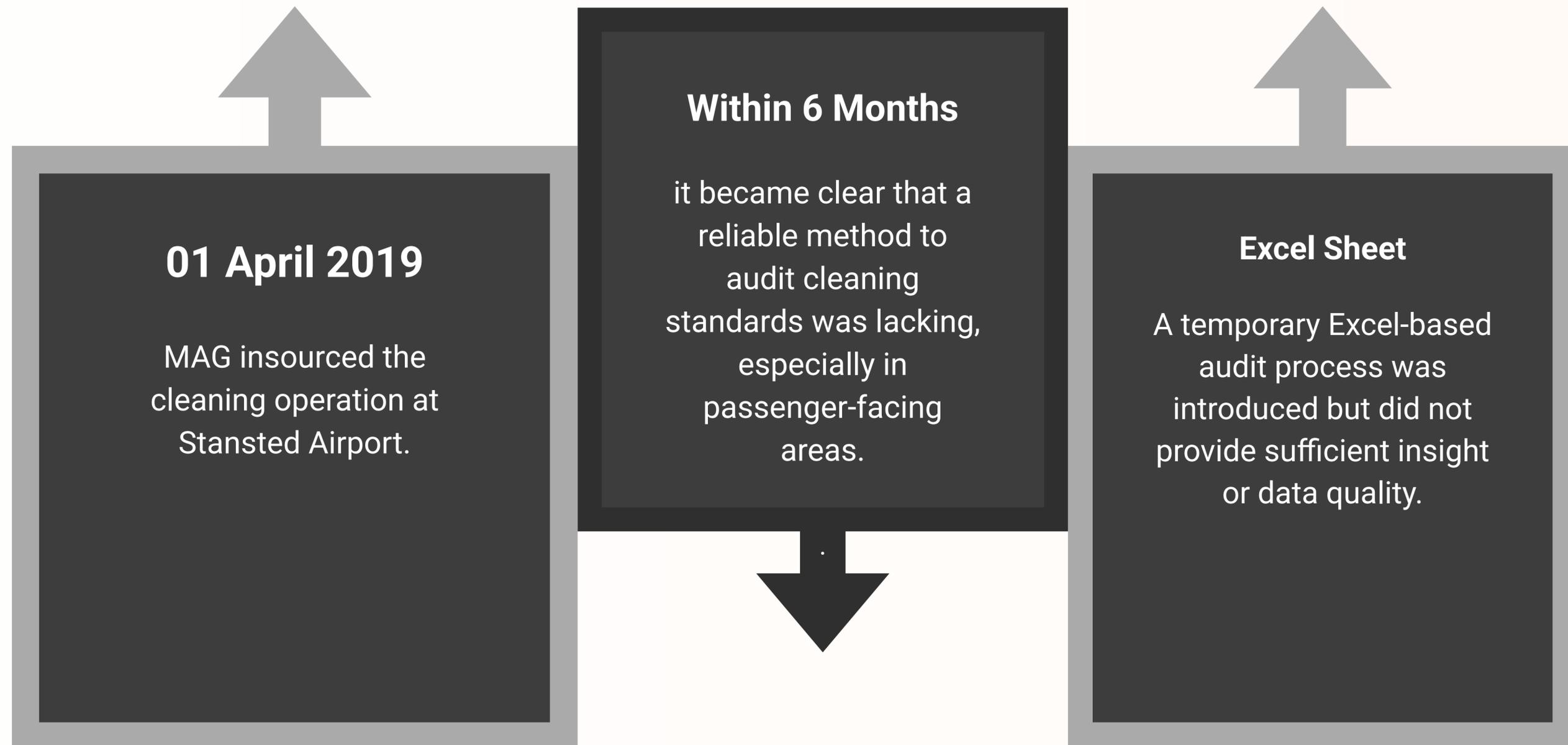




LONDON STANSTED AIRPORT

Presented by Robbie Barrigan,
Dean Woolf

Background & Initial Challenge

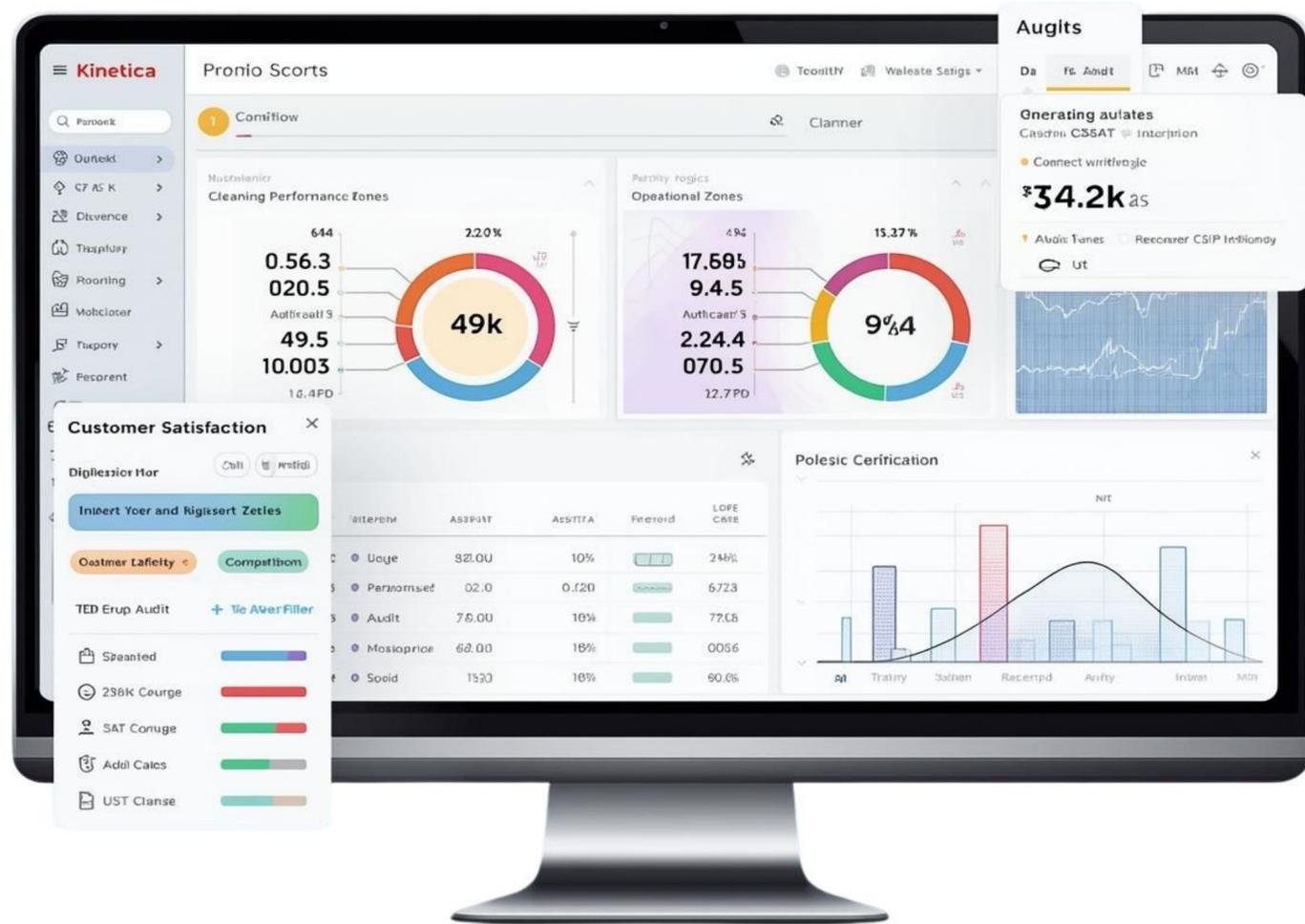


Identifying a Suitable Audit Solution

- A discussion with the Retail Team revealed they were using an audit platform suited to our needs.
- The system, supplied by Kinetica, led to initial discussions with Rory Florence about Stansted's requirements.



Development of a Robust Audit System



- A fit-for-purpose digital audit system was developed collaboratively with Kinetica.
- The system provides visibility of cleaning performance across all areas.
- Identifies underperforming areas and areas lacking sufficient audit coverage.
- Integrates with Customer Satisfaction (CSAT) to give a clearer picture of operational performance.

Passenger-Focused Washroom Feedback System

- Kinetica created a real-time washroom feedback tool.
- Passengers scan a QR code to report cleanliness issues or faults.
- Cleaning teams receive instant alerts, enabling rapid response and improved customer experience.



Inventory & Consumables Management

- Kinetica developed an inventory tracking system for cleaning consumables.
- Enables full visibility of stock movement across the airport.
- Reduces wastage and improves cost control.

Seven-Year Partnership & Ongoing Value



A strong partnership with Kinetica has developed over seven years.



The systems provide invaluable data supporting cleaning standards and passenger experience.

Dean Woolf will now present how the operational team uses this data in daily planning and performance management.

Audits and impact overview

- Touchwork acts as a raw data review through Kinetica app
- Simplistic and effective with usable information to meet our needs
- Touchwork respond quickly to ever changing data requirements
- Stored data has been invaluable as evidence to third party challenges
- We now have a very useful tool in which to forecast trends
- Extended to several layers of colleagues for observations and inspections
- Immediate output



Auditing



MAG Live Toilet Audit Scores

Target Score = 90
(Target changed from 85 on 15.1.26)

Location	Previous Audit Score 3	Previous Audit Score 2	Previous Audit Score	Latest Audit Score	Change from Previous	Time - new	> 6 Month:
APV First Floor	98.81	98.90	100.00	98.90	▼	14/02/2026	
APV Ground Floor	100.00	100.00	100.00	97.96	▼	04/03/2026	
Coach Station	95.60	96.94	96.70	98.98	▲	10/02/2026	
Domestic Arrivals Building		100.00	100.00	100.00	▶	05/02/2026	
Sat 1 Arrivals	98.90	100.00	98.81	100.00	▲	08/02/2026	
Sat 1 Dep Gate 14	100.00	100.00	100.00	100.00	▶	04/03/2026	
Sat 1 Dep Gate 7	100.00	100.00	100.00	100.00	▶	08/02/2026	
Sat 2 Arrivals	100.00	90.48	100.00	98.81	▼	07/03/2026	
Sat 2 Dep Gate 34	97.96	97.80	98.98	100.00	▲	07/02/2026	
Sat 2 Dep Gate 83	100.00	98.90	98.98	97.80	▼	21/02/2026	
Sat 3 Arrivals	97.96	98.81	98.81	100.00	▲	03/03/2026	
Sat 3 Dep FCF	96.70	100.00	98.98	98.98	▶	03/03/2026	
Sat 3 Dep Gate 45	98.98	98.90	96.94	98.98	▲	08/03/2026	
Terminal Decompression	96.94	97.80	97.80	100.00	▲	01/03/2026	
Terminal International Baggage Reclaim	91.84	98.90	100.00	95.92	▼	05/02/2026	
Terminal Landside Arr	100.00	96.70	100.00	90.11	▼	28/02/2026	
Terminal Landside Dep	94.51	95.92	96.70	97.96	▲	13/02/2026	
Terminal Lounge Main Dep	96.94	97.80	98.90	100.00	▲	02/03/2026	
Terminal Lounge VP9 Dep	100.00	100.00	97.96	100.00	▲	06/03/2026	
Terminal Pre-Immigration	100.00	97.80	100.00	100.00	▶	06/03/2026	

Audit Details

start-timestamp	surveyor	Detail	location
01/01/2024 05:41:52	Rogério Vasconcelos	Are QR code feedback posters present	Terminal Landside Arr
01/01/2024 08:36:19	Alex Jarrold	Are QR code feedback posters present	Terminal Lounge Main De
01/01/2024 08:37:26	Alex Jarrold	Are QR code feedback posters present	Sat 1 Dep Gate 14

Recent Failed Audits

Location	Latest Audit Score	Change from Previous	time
			▼

Auditing in depth

MAG Live Facilities Audit Scores

Target Score = 90
(Target changed from 85 on 15.1.26)

Location	Schedule Date Starting			Latest Audit Score	Change from Prev	Date	> 6 Months
	Previous Audit Score 3	Previous Audit Score 2	Previous Audit Score				
Customs channels (IRH)	97.14	100.00	0.00	97.14	▲	04/08/2025	
TTS Gantry (Pre Imm)	100.00	95.24	97.14	100.00	▲	05/08/2025	
Apron Level (Arr SAT1)	100.00	95.92	100.00	100.00	▶	11/12/2025	
Apron Level (Arr SAT2)	93.88	89.29	100.00	90.48	▼	07/02/2026	
Apron Level (Deps SAT1)	100.00	96.43	100.00	96.43	▼	30/11/2025	
Apron Level (Deps SAT2)	92.86	95.24	97.62	93.88	▼	12/11/2025	
APV area	100.00	96.43	100.00	100.00	▶	04/03/2026	
Area 500 (LD)	42.86	94.29	94.29	95.24	▲	20/11/2025	
Arrivals (Forecourt)	97.62	91.43	100.00	95.24	▼	16/12/2025	
Arrivals Corridor (SAT 1)	97.14	96.43	42.86	100.00	▲	11/12/2025	
Arrivals Corridor (SAT 2)	97.62	61.90	100.00	100.00	▶	21/02/2026	
Arrivals Ramp (LA)	97.96	92.86	0.00	100.00	▲	02/02/2026	
Arrivals Walkway (Sat 3)	92.86	100.00	100.00	91.43	▼	08/02/2026	
Check-in desks 501-512	97.62	95.24	100.00	85.71	▼	12/11/2025	
Check-in desks 514-530	94.29	100.00	74.29	100.00	▲	25/11/2025	
Concourse (PTI)	100.00	100.00	100.00	91.43	▼	23/01/2026	
CTA VCC (IRH)	0.00	95.24	92.86	85.71	▼	12/11/2025	
Decompression	90.48	97.62	100.00	100.00	▶	01/03/2026	
Departures (Forecourt)	96.43	100.00	97.96	100.00	▲	28/01/2026	
Departures Ramp (LD)	100.00	85.71	95.24	100.00	▲	03/12/2025	
Departures Walkway (Sat 1)	100.00	85.71	100.00	100.00	▶	09/01/2026	
Departures Walkway (Sat 3)	95.24	100.00	100.00	95.24	▼	08/02/2026	
Departures Walkway Lower (Sat 2)	92.86	100.00	100.00	100.00	▶	07/03/2026	

surveyor	section	Rating	image urls	location
* Stakeholder Audit	Fourth photo:	https://portal.touchwork.com/portal/photo_uploads/feedback_photos/2026/03/08/891-3292-14823169-112503-221763-20260308143703-image.jpg		VCC Departures
* Stakeholder Audit	Third photo:	https://portal.touchwork.com/portal/photo_uploads/feedback_photos/2026/03/08/891-3292-14823169-112499-221762-20260308143702-image.jpg		VCC Departures

Recent Failed Audits

Location	Latest Audit Score	Change from Previous	time
Snake Area (Pre Imm)	85.71	▶	2026-03-05 16:37:41 UTC 0
Gates 38-29 (Arr SAT2)	88.10	▲	2026-01-27 17:44:03 UTC 0
CTA VCC (IRH)	85.71	▼	2025-11-12 11:12:52 UTC 0
Check-in desks 501-512	85.71	▼	2025-11-12 09:18:30 UTC 0

Impact



Questions?



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