The Client
Edinburgh Airport is Scotland’s busiest and the UK’s 6th busiest airport. Passengers per year: 14.3m in 2018 (+6.5% or +0.9m on 2017) with 37 airlines flying 227 routes to 157 destinations.

The Challenge
Edinburgh Airport initially operated a manual process for managing their passenger flow within their busy airport security area. They approached Ipsos Retail Performance to find an automated solution which would help them to better measure, manage and improve their performance whilst ensuring they continued to enhance their passenger’s experience.

What we did
We initially ran a POC (proof of concept) across two lanes and within a few weeks we rolled this out across the remaining four lanes.

The Solution
An automated queue alert solution to direct passengers to the next available point to help optimize performance in the security lanes. The technology alerts passengers by using visual and audio prompts, eliminating the requirement for staff to handle this procedure.
The Outcome

A bespoke creation based on Edinburgh Airport’s requirements has been delivered to improve the passenger experience with this efficient and fair queueing system. The technology (solution) has been rolled out across all 6 lanes and as a result of the success it will be deployed to the 7th lane (a premium VIP staff lane) in winter 2019.

In addition to improving the airport’s queueing procedure, Edinburgh Airport are looking to expand their passenger insight knowledge and utilizing this data to redefine the traveller’s experience. This future development for the airport will be provided by Ipsos Retail Performance, which will look at the number of passengers passing through the different areas / lanes, the maximum dwell time, average dwell time and lane utilization. The data will provide valuable insight to identify and manage the different areas and assist with staff scheduling.

“We first approached IPSOS with the basic concept of an automated call forward system for our Security Hall as we knew there were no off-the-shelf solutions and we feared that development times would be long. Within only a few weeks, however, IPSOS had created a fully working prototype which they modified to create two POC systems that we ran with passengers as part of a controlled trial. We are able to learn more about passenger behaviour and led to improvements in the software and messaging. Within another 6 weeks we were rolling out the full system on all our Checkpoint lanes. The systems have been reliable and we have plans to integrate with other processes. Throughout the evolutionary process IPSOS has been creative, methodical and maintained an open dialogue with us, resulting in excellent customer support. Passengers have responded positively and the system has received praise from hearing impaired travellers.”

Greg Sutherland - Change Manager

About Ipsos Retail Performance

Ipsos Retail Performance is one of the world’s leading retail analytics and insights companies specializing in people counting, shopper tracking and in-store behavioural research. Monitoring over 3.1 billion store visits per year, Ipsos Retail Performance is constantly evolving and innovating to deliver performance improvements for clients. With over 25 years’ experience of delivering increased revenue for clients, decreased operational costs and improvements in customer service, Ipsos Retail Performance has long-term relationships with the world’s biggest brands.

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