

Adding a human touch to digital communication with passengers



Case study Amsterdam Airport Schiphol



Challenges

1. Meeting passengers' demands for relevant digital interaction

Passengers like digital interaction with Schiphol to be **omnichannel**, independent of their location - as research by the airport showed.

However, they also ask for relevant communication **tailored to the situation**, since some problems - like a missed flight or lost luggage - require instant, human contact.

2. Creating a smooth passenger experience

For all 70 million passengers, Schiphol airport aims to create a **frictionless, stress-free travel experience**. At physical information desks, long lines may form, causing some delay or stress before passengers receive the information they need.

Moreover, **personal contact** remains important at the airport, especially in departure and arrival terminals, where passengers might be in a rush. In more emotional situations such as these, people prefer to talk to a human-being.

That's why Schiphol decided to install self-service information points throughout its terminals, and add video calls to its existing communication channels.



About Amsterdam Airport Schiphol

- ★ One of the largest airports in Europe
- ★ Handles **500,000 flights** a year
- ★ **70 million passengers** on a yearly basis
- ★ Mission: to become Europe's preferred airport
- ★ How: with new digitization initiatives

The case: Schiphol & 24sessions

One important digital initiative Schiphol took was to introduce self-service information points throughout the airport terminals. These information points offer 24/7 help to passengers who have any questions or problems.

In case of an urgent or complex issue, passengers can choose to speak to a Schiphol support agent personally - through a video call powered by 24sessions.



Introducing instant video calling at self-service information points

Solutions.

Towards a digital hub

The self-service units Schiphol has installed serve to [complement staffed information desks](#). All units include the option to start a video call with a contact center agent.

As the new units are [self-serving](#), passengers can get the information they're looking for on their own terms. In case they need live assistance after receiving video support, the video agent at the airport's contact center can send a mobile assistant to help a passenger on the spot.

This way, Schiphol's self-service units make it possible for the airport to interact with passengers in a personal way that is digital and scalable way at the same time.

Creating a custom video solution

The self-service units are a completely new concept. And as they had to be tailored to the airport's system and branding, Schiphol was looking for [a customizable solution that also offered enough technical stability](#). For this reason, they chose to collaborate with different partners to set up the information points.

24sessions powered the video solution. The expertise in video calling we provide, along with the technical stability and open API, made our technology very suitable for supplying [stable video calls](#) that are available 24/7 and custom-made [to fit Schiphol's passenger experience](#).

Schiphol also partnered up with digital service agency [RIFF](#) to guide them in integrating video calls into the passenger journey. Moreover, RIFF is providing the video assistance itself, with [well-trained support agents](#). Their video agents are [available 24/7](#) and fully dedicated to video contact, with no disturbance from service requests coming in through other channels. This has resulted in fast response times and high quality for the video support Schiphol is offering its passengers.



Results.

Video is the preferred channel

Video calls have become a popular communication channel for Schiphol's passenger support service. **90% of passengers** at a self-service desk who want to contact an agent choose to do so by video calling, instead of via another channel. The most commonly asked questions relate to 'information and directions' and 'flight information and service' (e.g. accessing lounges).

A hassle-free passenger journey

The majority of passengers at Schiphol's new self-service points quickly find the information they need, by scanning their boarding pass or browsing the FAQs and airport map. At the same time, however, some passengers do prefer immediate personal contact, when they're in a rush for example.

Since the information units allow passengers to 'service' themselves with just a scan or click, they raise the efficiency of Schiphol's passenger services. And by **integrating self-service with instant video calls**, Schiphol also offers a more personal service channel to those passengers who require it - making the self-service units a great combination of digital and human passenger support.

“ 95% of users are satisfied with our self-service points.”

Amsterdam Airport Schiphol



Benefits of video calling

By adding video as a communication channel, Schiphol is offering its passengers the following benefits:



A custom service. At the self-service points, passengers get to choose the communication channel they need to suit their specific situation.



Human interaction. While communicating via a digital channel, passengers can still speak with airport staff personally.



Faster service. Passengers get the help they need faster, without waiting in line at a physical information desk.



Next steps

1. Scaling up to more information points

The next step for Schiphol is to scale up the amount of self-service units to cover a broader area in the airport terminals. The units are currently located in 4 areas, [growing to 6 locations](#) before the end of 2019.



2. Moving to data-driven passenger support

Schiphol aims to fully leverage the possibilities of call analytics. To continue improving passenger service, they want to [use data](#) from the current information points to offer [more proactive problem-solving in the future](#), with communication that is tailored even further to answer passengers' needs in a specific situation.

Like to see more of how Schiphol is using video calling as a digital communication channel?

[Head to our website](#)

Conclusion

The self-service information points at Schiphol airport combine a hassle-free digital experience with a personal, human touch.

Through instant video calls, passengers can contact an airport support agent within seconds. And for Schiphol, video as part of a self-service solution makes for a more efficient channel for customer interaction.