Information Sharing with passengers – Enabler for passenger satisfaction in case of disruptive events?

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Outline

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Introduction

- This presentation focuses on the passenger management for flights at smaller airports (spokes).

  - Many passengers do not fly directly to their destination but via hubs, e.g. from Hannover, Bremen or Hamburg via Frankfurt to another destination.

  - There are suitable alternatives for the mentioned feeder flights like train or car, that may allow the passengers to reach their final destination in time.

  - Direct flights although target smaller airports and can be substituted by the mentioned alternatives, e.g. a flight from Shipool to Bremen can be easily substituted by train.

Example connection

- Hannover – Frankfurt – New York with Star Alliance
  - Ping Pong flight from spoke (H) to hub (F) with LH
  - Transatlantic flight from Frankfurt to New York with UA
  - Depending upon the place of residence of the passenger the ping pong connection (door to Frankfurt Airport) would at least take 2h to 3h (e.g. from Brunswick).
- Ping Pong flight is delayed, e.g. because of
  - Technical problem and no available replacement or
  - Severe weather in Frankfurt that causes high delay and may be cancellations or
  - Disruptive Event at Hannover Airport

Example connection – not reachable

- Ping Pong flight is not reachable in time, e.g. because highway to airport is jammed/closed (e.g. A2 from Brunswick to Hannover).
  - Many airlines would refuse a change of the flight connection and thus a direct boarding at the hub would not be possible.
  - Are new regulations needed?

Example connection - Alternatives

- Alternative connections:
  - Train connection from Hannover to Frankfurt Airport normally takes around 3h.
  - Car connection from Hannover to Frankfurt Airport normally takes around 4h.
  - Some travel time might be safed depending on the place of residence.
- If the connection in Frankfurt has a longer transfer time, an alternative connection might be suitable.
- BUT, timely information is needed!

Example connection – Summary

- For the given example an information of the passenger would be needed around 3h before the flight departs in Hannover may be later if the connection has sufficient transfer time in Frankfurt.

Open Points:

- Is this information available?

- Will this information be shared?

- How can the passenger be informed in time?

- Who will pay for the alternative?

Possibilities to inform the passenger (1)

- News (televison/radio) in case of a disruptive event
- Flight Information Display System (FIDS)
- Call on (mobile) phone
- Webpage of Airline and/or Airport
- E-Mail
- SMS
- App

Possibilities to inform the passenger (2)

- There are already many providers of flight information service for mobile devices.
  - Airlines
    - Lufthansa (webpage, SMS, E-mail, Facebook or Twitter)
    - Air France (AF Connect – call, SMS or E-mail)
    - Ryanair (webpage)
    - …
  - Airports
    - FRA Airport App
    - Hamburg Airport App
    - …

Possibilities to inform the passenger (3)

- Flight information services from (independent) companies:
  - Flyamo
  - Flightheroapp
  - Kayak
  - Flughafen Info (Stephans Apps)
  - …

Open Points to be addressed

- Availability of information – timely and reliable information on delay

- Investigate how information can be provided

- Enabling alternatives – personal re-routing

- Personell problem vs. Responsibility of the airline (e.g. who pays connection)

- How can information from passenger be transmitted and used?

Thank you!

- Questions?