

TOP TEN CUSTOMER AIRPORT COMPLAINTS

McKinsey & Company

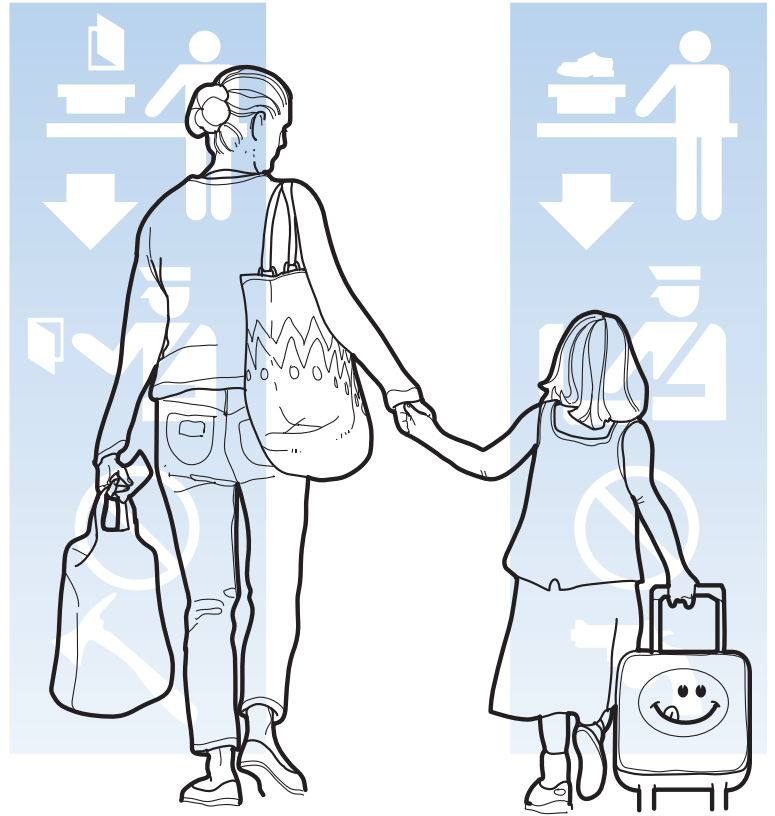


**The ten worst elements
in customer satisfaction**

NUMBER

10

COMPLAINT

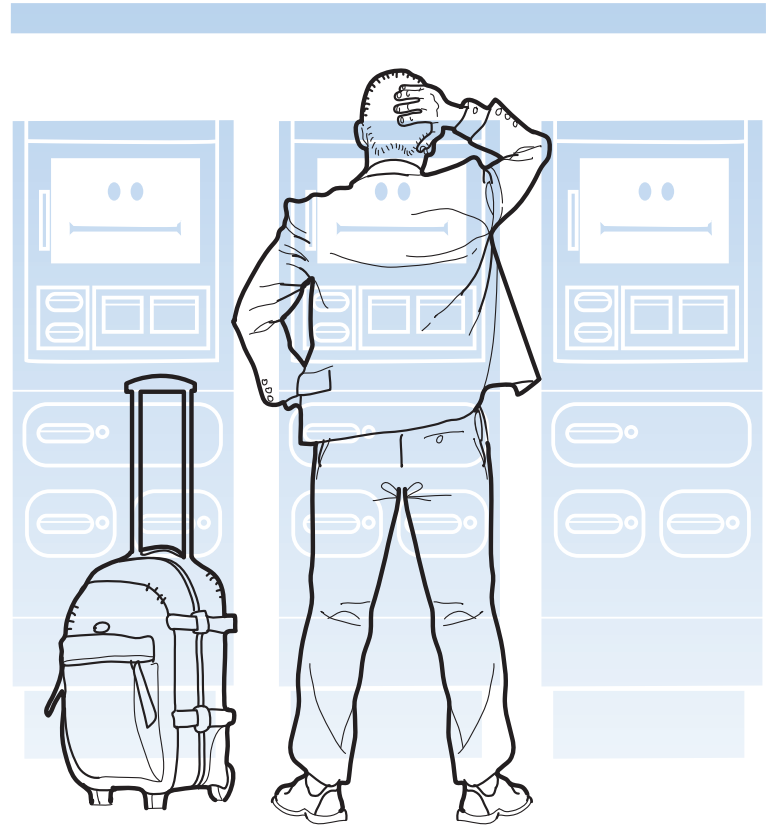


**Confusing layout of
security-screening checkpoint**

NUMBER

9

COMPLAINT



**Chaotic check-in and
bag-drop process**

NUMBER

8

COMPLAINT

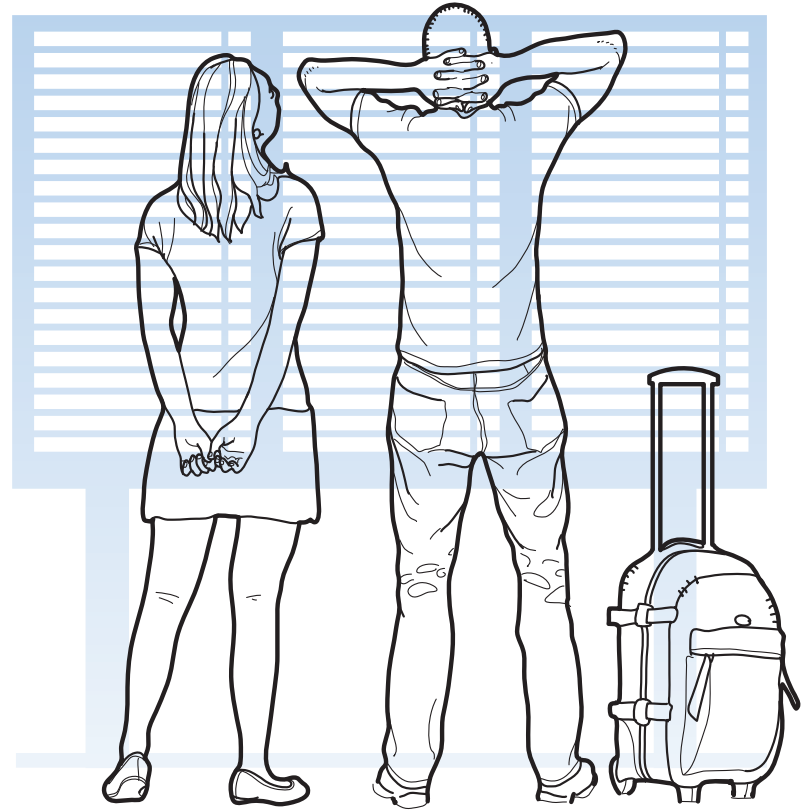


Lengthy security-screening
process

NUMBER

7

COMPLAINT



Not knowing how long
any event will take

NUMBER

6

COMPLAINT

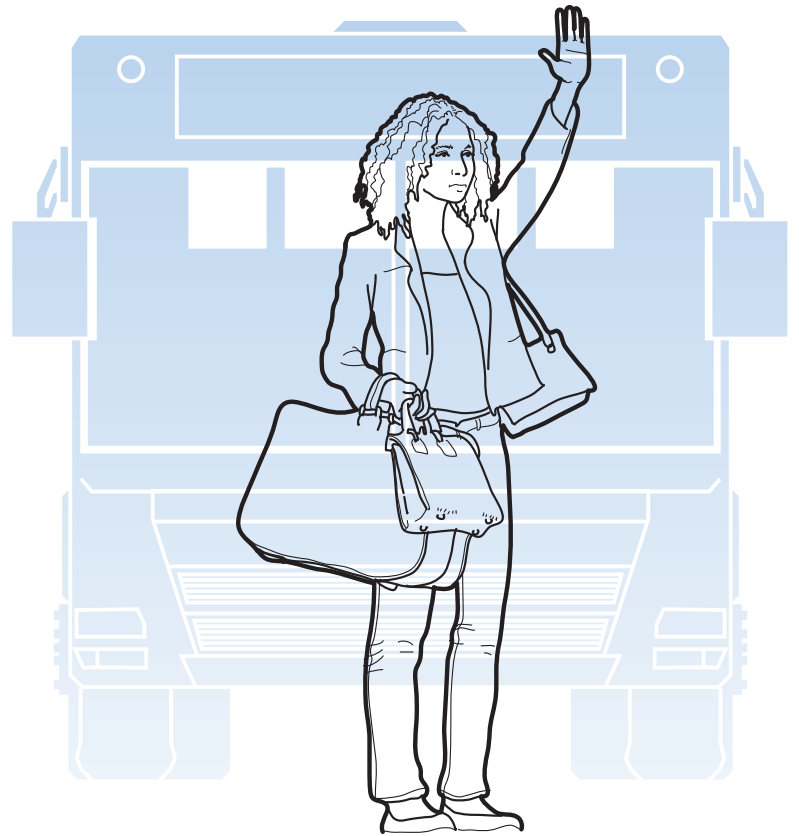


Complete lack of seating after security screening

NUMBER

5

COMPLAINT

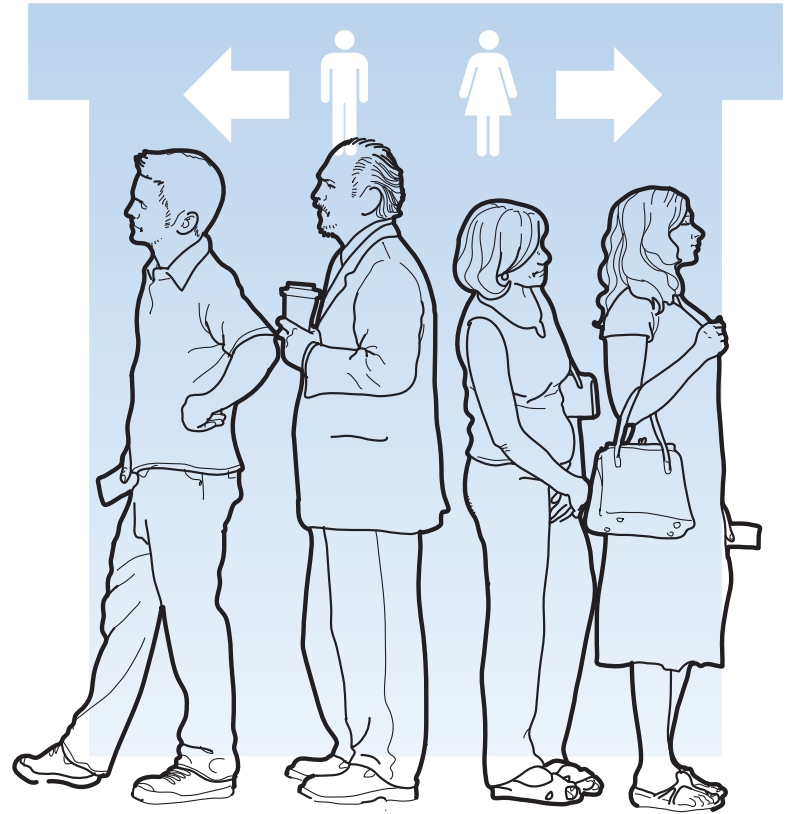


Difficulty in finding ground transportation after arrival

NUMBER

4

COMPLAINT



Jammed, dirty
bathrooms

NUMBER

3

COMPLAINT



Unfriendly
security personnel

NUMBER

2

COMPLAINT



Almost impossible to find
way around

NUMBER

1

COMPLAINT



Having to
wait with nothing to do

To provide customers with a distinctive experience, an organization must unite around the goal of meeting customers' true needs.

The effort can power a vast amount of innovation.

CUSTOMER EXPERIENCE



Creating value through transforming journeys

McKinsey&Company