Delivering a World-Class Passenger Experience
INTRODUCTION

Dubai Airports using technology to deliver a world class passenger experience.

It’s no coincidence that Dubai’s rapid expansion and success is mirrored by the phenomenal growth of Dubai’s aviation sector. In 1990 Dubai Airports served just 5 million passengers. Today annual passenger numbers exceed 66 million, making Dubai International the world’s second biggest international airport.

But our ambition doesn’t end there. Within the next five years we expect Dubai International to be the world’s busiest international airport, serving 90 million passengers annually.

To handle this volume of passenger traffic, and deliver a world class passenger experience, means expanding and developing our infrastructure and using the latest in information design and technology.

So we are able to consistently deliver a safer, faster, more convenient passenger experience for all our customers. Both now and in the future.
WAY-FINDING SERVICE

The changing of 1,500 signs to the new alpha-numeric system for gate numbering has enhanced the simplified way-finding solution which allows passengers to navigate Dubai International with greater ease and convenience.

Our new portfolio of way-finding technologies, which embodies Dubai Airports’ new service-orientated branding, includes integrated information zones and sleek new maps of the airport on 40 inch LCD touch screens that provide real-time and easy-to-understand directions to boarding gates, restaurants and other facilities.
This state-of-the-art information zone is a one-stop-shop that will instantly provide information on all the airport’s services and facilities as well as assist with boarding and security procedures. We have separate touchscreens and terminal maps which can be accessed through stand-alone kiosks located across the airport.

This service allows passengers to scan their boarding passes and get directions to their departure gates.

Simple to use touchscreens allow passengers with even the most basic computer skills to navigate with ease.

VIRTUAL ASSISTANT

Dubai Airports has introduced the next generation of interactive virtual assistants, a world first for Dubai Airports.

Rather than relying only on static messages we use our virtual assistants to answer frequently asked questions, in English and Arabic, such as the location of departure gates, washrooms and check-in areas. They also provide passengers with information on the preparations they need to make prior to entering security screening and immigration areas.

These state-of-the-art assistants, which use the very latest in rear-projected audio visual technology to create the illusion of a real person, are deployed across the airport to improve operational efficiencies and enhance the customer experience at Dubai International by reducing wait times in key areas near security screening points and making the passenger journey as quick and efficient as possible.

LOST PROPERTY MANAGEMENT SYSTEM

We use a web-based application on PDA devices to capture and track unattended or lost items. This system allows us to simplify the process of identifying, logging and retrieving lost items efficiently and transparently. We are able to track the entire life cycle of a lost item, from identification and registration until its dispatch to the rightful owner.

In parallel we have a web based interface which allows passengers to report a lost item. They provide a description of what they have lost, where it was lost, and passenger contact details. The information provided makes it easy for us to match the item with what we have logged in our lost property stores. Once retrieved, delivery or collection arrangements are made with the passenger.
NEXT GENERATION FLIGHT INFORMATION VIDEO WALL AT DUBAI AIRPORTS

Overview
The Flight Information Display Screens (FIDS) which is currently installed at Dubai International is providing comprehensive flight information to travellers, meeters and greeters, airport, airline and handling agent staff.

The FIDS provide clear, concise and accurate details of all departing and arriving flights, including related information that enables travellers to pass through the various passenger processing stages of the airport in an efficient and timely manner.

Travellers from Dubai Airports are getting information through the medium of information displays units that are located at key locations throughout the terminal building. The information displayed is configured to meet the need of the departing traveller, from entering the main departure area through the various passenger handling processes, finally through to the departure gate and the final boarding process. For arriving passengers, baggage retrieval information is provided to enable the correct baggage retrieval belt to be identified. Information displays are provided for meeters and greeters giving details of arriving flights.

Next generation flight information video wall
The new video wall is based on the next generation sophisticated thermal management and colour calibration; enabling it to provide high data, picture and video quality improving passenger experience. As video wall uses full matrix LED technology; this will provide excellent brightness uniformity along with the long-term benefit of 40% less electricity consumption.
The new video wall technology will not only show flight information but give us the flexibility to display mixed content and provide other important information to passengers and stakeholders; such as operational messages, destination weather, cultural information and details on upcoming events.

Given the launch of video wall will probably coincides with the acknowledgement of Dubai Airports being the world’s busiest international airport, it’s important for us to upgrade the passenger experience in Dubai International as far as is reasonably practicable.
VOLUNTEER SYSTEM

Whenever we require volunteers for the trial for a new facility, at one of our two airports, our volunteer registration system is activated.

This web-based application allows DA stakeholders and the general public to register for trials online.

Using this system we are able to design our trials more efficiently. The administrators can, at a ‘click’, get a complete list of registered volunteers, generate attendance sheets and send out customised messages using this application. They can input details of upcoming trials and select specific target audience profiles, depending on the nature of the trial. The system will send out automated emails and text messages to the registered volunteers.

The effectiveness of the volunteer system rests on the feedback volunteers are asked to provide at the end of each trial programme. This allows us to refine and enhance the passengers’ travel experience at both our airports.

OUR E-SERVICES

Al Majlis

The Al Majilis VIP facility offers a hassle-free travel experience. While the customer relaxes in one of our 17 private lounges or in the facility’s own Dubai Duty Free, a private escort takes care of all the formalities – from check in to immigration.

The new-look website

Dubai Airports’ digital proposition has been refreshed in full with our primary audience – our passengers – as our priority.

We’ve put their journey-planning and travel experience at the heart of both platforms serving up relevant content for all user needs.

The new look website, with its easy to read appearance and strong service proposition, is also tablet and mobile responsive – to enhance the user experience.
The website, www.dubaiairports.ae includes the following features:

◆ **Before you fly**

This shares the vital travel information each and every passenger needs before travelling to or via Dubai. Essential details such as visa information or baggage regulations are included to enable passengers to plan their trip smoothly.

◆ **While you are here**

This enables passengers to source the unique and surprising elements of our airports such as the Zen Gardens, our swimming pool and our famous Snoozecubes.

◆ **Find your flight**

Here passengers will find a short-cut to the most important travel information of all – their personal, flight-specific details along with the ability to receive dynamic notifications of any flight-related updates.

**New features**

Other, new aspects of our improved digital ecosystem include:

◆ **Journey Genie**

A new, smart-search feature which allows passengers to create their own customised travel itinerary, whether they’re arriving, departing or connecting at Dubai International. It’s part of our mission to remember at all times that although we welcome over 66 million passengers per year, they are all individuals on a unique and personal journey. The Journey Genie will enhance our ability to do this.

◆ **Live flight-tracking**

This is an innovative and informative new feature which allows users to view the exact location of flights in and around Dubai, in real time.

◆ **Interactive terminal maps**

The website includes interactive displays of all terminals in both our airports to locate the facilities they want with ease.

◆ **Business-to-business**

We haven’t neglected our wider business customers either. The ‘Commercial’ section of our site displays information to enable users to find cargo shipments, job opportunities or press information.

Our aim has been to simplify our digital offering while improving functionality and features. We’ve unified all previous websites into one clear and easy-to-maintain site www.dubaiairports.ae to remove confusion and enhance the user experience. Although the website is live, our work is still not finished. Both assets will continue to evolve as we extend and improve them even further. Future developments you can expect to see include social media integration; live chat facilities; newsletter sign-up and much more.
We’re committed to putting digital engagement at the heart of our customer relations to help drive us forward to even greater success in the future.
The official Dubai Airports passenger application offers all the information you need to get around - and get the most out of - both Dubai International (DXB) and Al Maktoum (DWC) airports.

Whether you want flight information (with bookmarking, live alerts and flight sharing capabilities), personalised journey planning (with shopping, dining and relax listings linked to interactive maps) or flight status tracking, with this state-of-the-art application to hand, you can do it all.

Available on: