AIRPORTS COMPANY
SOUTH AFRICA

DATA COLLECTION

STANDARDS & GUIDELINES

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1. INTRODUCTION

Airports Company South Africa SOC Ltd (ACSA) owns and manages nine South African Airports.

ACSA promises to drive a culture of excellence in customer service and communication. Because of this pledge the company monitors service standards through ACI ASQ Programme and the Process Improvement Observations.

1.1. Airport Service Quality (ASQ) Program

Airport Service Quality (ASQ):

- **Description:**

  ASQ is a global benchmarking program managed by Airports Council International (ACI) World, which measures passenger satisfaction while they are at the airport.

- **Purpose:**

  It provides airports with the tools and data to understand passenger perceptions and improve their service quality.

- **Key Features:**
  - Measures passenger satisfaction on the day of travel.
  - Offers benchmarking capabilities to compare performance against other airports.
  - Provides insights into areas of strength and areas needing improvement.
  - Includes various surveys like departures, arrivals, and commercial.
  - Awards recognition for airports with high passenger satisfaction score

Overview of the ASQ programme that forms part of ACSA Key Performance Indicator

ASQ data is collected quarterly, and collections are spread equally over the three months of the quarter. The primary data collection activities comprise of:

- Data collection planning, for example collecting surveys, populate sample plan, etc.
- Data collection at the airports.

- Data
- Compile monthly/quarterly reports.

1.2. Process improvement observations

The Process improvement observations is a quantitative study that measures process timeliness on the availability of airport processes and resource.

The purpose of this process is to measure and improve the following:

- Passenger queuing experience,
- Assess the efficacy of resource allocation and utilisation,
- Identify bottlenecks upfront so that changes can be made to optimise service delivery,
- Assess all milestones/processes/resources that passengers go through/use during departure (leaving the airport) and arrival (arriving at the airport).

2. ROLES AND RESPONSIBILITIES – ACSA VERSUS SERVICE PROVIDER

Market research in the airport context is the process and activities of gathering information and data about passengers' needs and preferences.

Data collection is a major component of the market research for the ASQ programme and the process improvement module, and the guidelines serves as a control measure to ensure compliance.

2.1. ACSA Responsibility

Provide Access to the ACI ASQ App for data collection and observations.

Develop, populate and maintain data collection sample plans.

Provide the tools, systems and other related services/equipment as outlined in the scope of works.

Maintain a good working relationship with the service provider in accordance with the basic terms of the service level agreement.

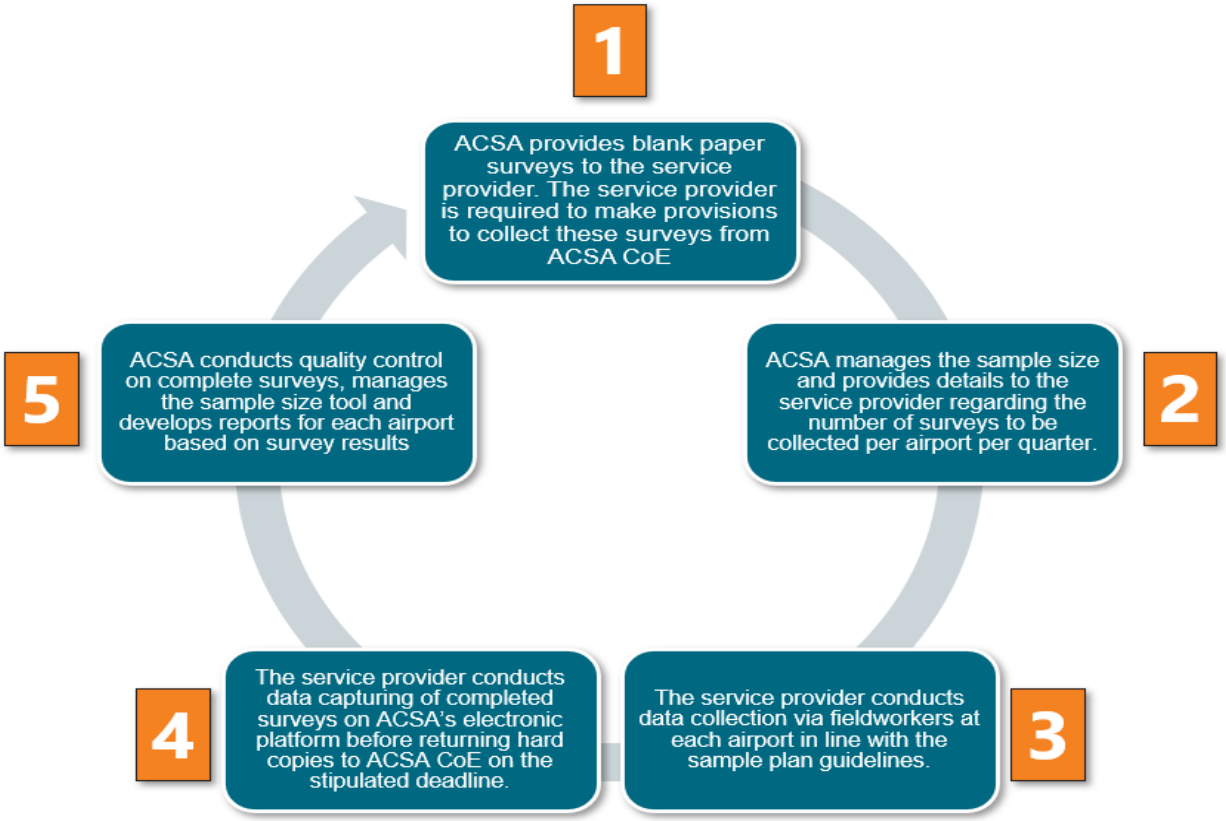
2.2. Service Provider Responsibility

Comply with ACSA rules and regulations (at airport sites and head office).

Provide services and solutions within the scope of works.

Offer recommendations and options based on ACSA's needs.

Maintain a good working relationship with ACSA in accordance with the basic terms of the service level agreement.



3.2. Fieldwork Agents skills and requirements.

a) The quality of the ASQ and the process improvement observation programmes relies on the agents' performance in the field, there for all agents assigned to the programmes must meet the minimum fieldworker requirements.

b) The minimum fieldworker requirement includes (but not limited to):

- A NQF Level 4 qualification with a pass in English as a subject.

- Complete mandatory fieldwork and operational induction and orientation training. Any cost related to the induction/orientation is for the account of the service provider.
- Strictly adhere to the data collection methodology/guidelines from ACI ASQ.
- Have good communication skills.
- Well dressed (ACSA and the service provider are to agree on the dress code for fieldworkers).
- Possess a valid airport permit to access the airport precinct. The airport permit must always be visible.

3.3. Data Collection Planning

a) The ASQ and process improvement observation programmes runs over a full calendar year, with surveys conducted quarterly as outlined below:

Quarter	Month 1	Month 2	Month 3
Quarter - Q1	Month 1 - January	Month 2 - February	Month 3 - March
Quarter - Q2	Month 1 - April	Month 2 - May	Month 3 - June
Quarter - Q3	Month 1 - July	Month 2 - August	Month 3 - September
Quarter - Q4	Month 1 - October	Month 2 - November	Month 3 - December

b) The sampling/data collections requirements will be collected over the first Twenty two (22) days of each month, ensuring the following requirements are met:
   - Data collection must be distributed evenly over the three months for a given period.
   - The minimum number of surveys must be collected as outlined in the sample size requirements. In the best possible way 33% of the sample size must be collected each month of a quarter.

- A minimum of seven (7) days of fieldwork must be completed for the whole quarter, with a minimum of two (2) fieldwork days per month.
- Ensure that the monthly fieldwork covers every day of the week (Monday to Sunday), and both peak and off-peak times at a specific airport.
- A maximum of 10 ASQ surveys should be distributed per single boarding gate.
- Sample plan targets must be reviewed by the service provider before data collection commence, taking cognizance of any flight schedule changes due to operation requirements.

3.4. Data Collection Rules and Instructions

a) Fieldworkers must be at the allocated boarding gate area at least fifty (50) minutes prior to the scheduled flight boarding time.

b) Fieldworkers must distribute the surveys equally to passengers in the boarding gate area and ensure that the surveys are completed by:

- Passengers arriving early at the boarding gate,
- Passengers arriving at the boarding gate after they have used the business lounges and/or retail facilities.
- Passengers who arrive late with a few minutes of waiting time to spare.

c) Fieldworker must ensure that the following controls are adhered to:

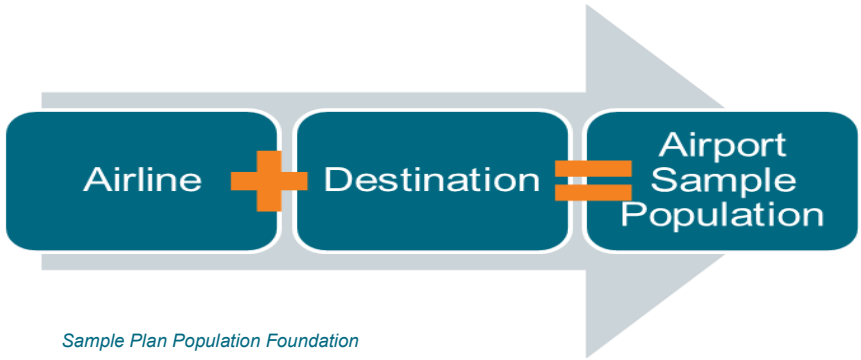
- Survey **one passenger per group/pair travelling together**. This will minimize bias/subjectivity in responses,
- Employ random sampling techniques.
- Fieldworkers may use a random sampling technique that is like systematic sampling where every $n^{th\ passenger}$ is sampled. **This should not be limited to one area of the boarding gate but ensure an even distribution across the entire area.**
- Shall not distribute all surveys at one time to account for passengers that arrive later.

- An easy method is to divide the estimated time before departure by the number of surveys to be conducted whilst adding a buffer to ensure enough time for passengers to complete without feeling rushed.
- E.g. 50 minutes before departure with 6 surveys to be conducted (50/6=8.3 minutes- therefore surveys should be distributed approximately every 5 minutes to account for early boarding and time to collect surveys from passengers after completion).

4. SAMPLE PLAN MONITORING GUIDELINES

4.1. Determination of Sample plans

ACSA generates the sample plan which will be a subset of the airports traffic and passenger volumes and types.



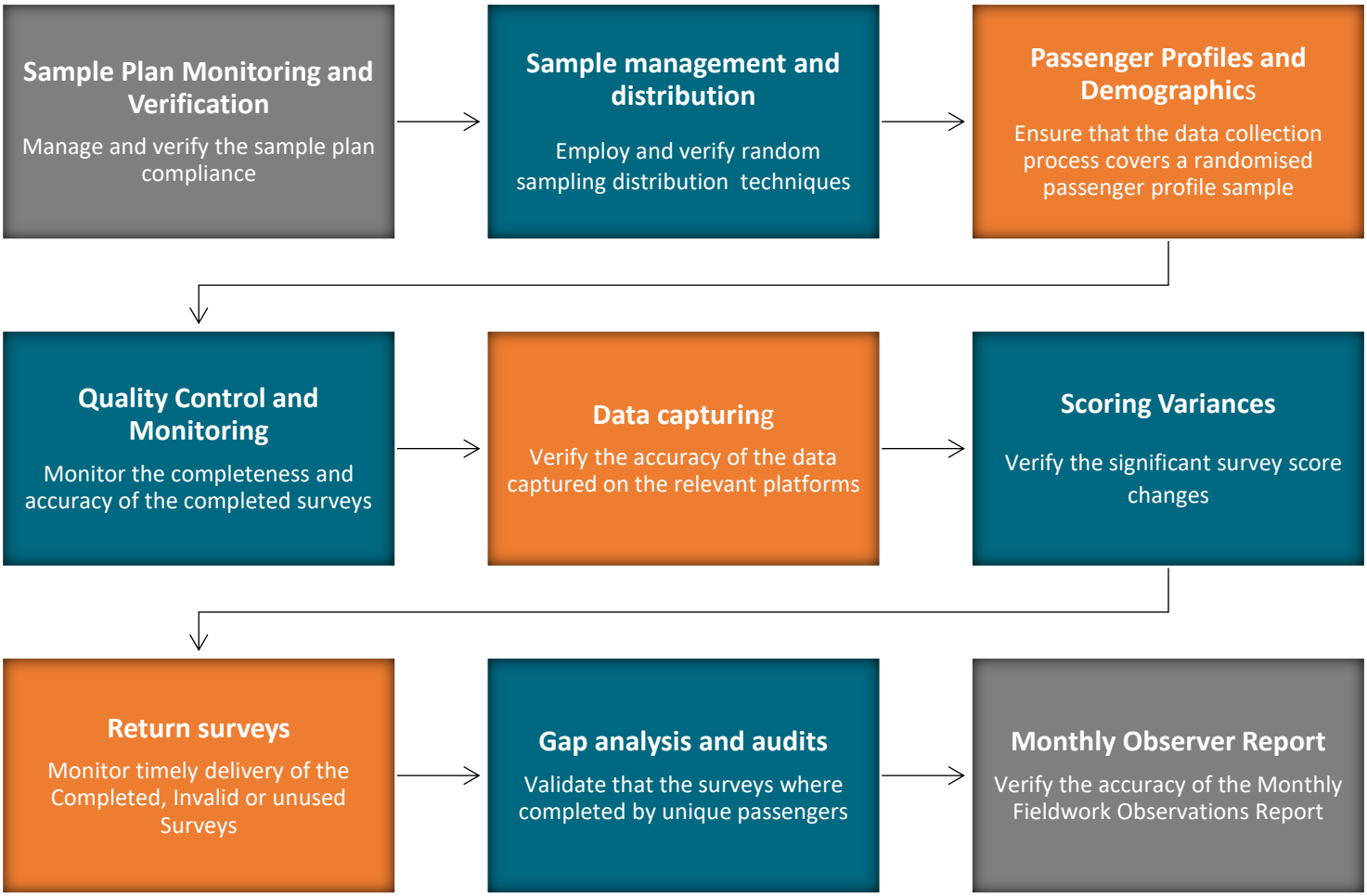
Sample Plan Population Foundation

Each airport will have a set sample plan that profiles the airlines and their flight destination. ACSA will divide the quarterly sample size accordingly to achieve the sample targets. The table below illustrates how a sample size of six hundred (600) for O R Tambo Internationl Airport is populated based on the domestic airlines flight schedule. It is important to note that airline destination pairs (departure and arrival cities) must not be sampled more than ten times per visit.

AIRPORT	SAA	Lift	FlySafair	Airlink	CemAir
Sample Size= 600	89	36	272	78	29
CPT	53	24	105	17	6
DUR	24	12	95	5	3
BFN	0	0	5	5	5
KIM	0	0	0	2	4
PLZ	12	0	22	9	3
ELS	10	7	20	2	1
UTN	0	0	0	2	0

ACSA QUALITY CONTROL PROCESSES.

Compliance monitoring is a key input into ACSA's quality control processes. The milestone in the quality control process is outlined in the roadmap below:



5. FIELDWORK INDUCTION AND TRAINING

The Airports Company South Africa COE: NPSSP will facilitate the initial induction and trainings on the ASQ programme and the process improvement observations Methodology. The services provider shall nominate resources (i.e. supervisors) to be trained as facilitators of the fieldwork induction training. The facilitators will train the fieldworkers and also conduct annual refresher training. Documented prove of completed training (both initial and refresher) must be submitted to ACSA on the agreed dates between the parties. After the initial induction and training, the service provider then responsible to conduct annual refresher trainings for the fieldwork agents.

Fieldworkers are also required to attend the mandatory airside induction training before the ACSA Permit is granted to access and conduct fieldwork on the Airside, Landside and Terminal. The airside induction training must be completed for each airport site and it is the responsibility of the service provider to make the necessary arrangements for training with the respective airports.

ASQ Survey Fieldwork Sample Sizes

ASQ SATISFACTION SURVEY QUARTERLY SAMPLE SIZE			
Airport	**International**	**Domestic**	**Total**
JNB			1000
CPT			600
DUR			400
BFN	-	350	350

KIM	-	350	350
UTN	-	350	350
ELS	-	350	350
PLZ	-	350	350
GRJ	-	350	350
TOTAL			4100