

# PASSENGER TERMINALWORLD

ANNUAL SHOWCASE 2023

## Stick or twist?

AS TRAFFIC RETURNS WITH A VENGEANCE,  
AIRPORTS ARE LEFT UNCERTAIN ABOUT  
THE BEST WAY TO OPTIMIZE OPERATIONS

# 2023 SHOWCASE

*THE INTERNATIONAL REVIEW OF AIRPORT  
TERMINAL DESIGN, TECHNOLOGY, SECURITY,  
OPERATIONS AND MANAGEMENT*





# VOCAL SUPPORT

By incorporating the latest smart communication systems, airports can improve the passenger experience despite unprecedented staff shortages

■ For the aviation industry, 2022 has been a year of recovery. The pandemic has had lasting effects. In the face of significant financial losses, airports were forced to reduce personnel to unprecedented levels. In fact, ACI reports that around 2.3 million aviation jobs were lost during the pandemic, and the biggest losses occurred in crucial areas such as ground handling and security.

Now, as the world recovers, the demand for travel is reaching record heights. Estimates indicate that the European airport network saw a 247% increase in passengers in 2022 – 660 million more than in 2021.

But how can airports, with their continued staff shortages, effectively manage this massive increase in demand and ensure a positive passenger experience? According to Johan Godin, managing director of AviaVox, one important solution is optimal utilization of existing staff. “When staff can use their time and effort most efficiently, airport operations improve across the board,” he says.

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Johan Godin, AviaVox

## Identifying needs

Industry experts say that airports can take three steps to reduce the roadblocks. First, adapting flight schedules and swiftly returning unused slots. Second, hiring and training skilled security personnel, which can take 16 weeks or more. And third, effective communication and cooperation among all aviation partners: ground crew, airlines, airport operations and passengers.

Godin explains the correlation between effective communication and passenger satisfaction: “What makes a travel experience stressful for passengers? Language barriers. Long waits at check-in and security. Confusion about gates and procedures. Waiting too long to recover their baggage. Staff shortages intensify all these aggravations. When instructions, announcements and information are communicated clearly, their uncertainty resolves. By automating those announcements and taking them off the hands of the ground crew, airports not





only improve the passenger experience but also free up personnel for other tasks.”

#### Time saver

When ground crews are stretched to the limit, every minute of extra time can help. AviaVox offers intelligent artificial voice systems for common-use passenger processing systems (CUPPS)-compliant, terminal-wide and gate-boarding announcements. The solutions can automate every type of airport announcement and ensure effective communication with passengers, faster security lines and smoother boarding processes – in 38 languages, so passengers can be addressed in their native tongue.

AviaVox’s Airline-Gate-Client software can speed up the boarding process by around 12%. It can automatically configure the correct announcement based on aircraft, operational data, destination and boarding procedures. This enables gate personnel to focus on passenger needs. The company’s gate and terminal solutions also reduce the number of ground personnel needed, by offering passengers clear instructions during security and boarding procedures. What’s more, the instructions are in a language passengers understand, which leads to greater compliance.

“Think about how much more efficient a security line can be when the system recognizes that a large group of Chinese passengers is in line, and therefore offers clear instructions in their language,” Godin says. “When passengers know what to expect – and what’s expected from them – they are calmer, happier and more satisfied with their travel experience. They also spend more in airport retail outlets.”

#### Global reach

More than 60 airports across the globe have implemented AviaVox solutions, from small, local airports to major hubs like London Heathrow, Amsterdam Airport Schiphol and Melbourne. One of the most recent additions to the AviaVox family is JFK Terminal 4 in New York City.

“It was time to modernize our public address system with something more intelligent and next-gen,”

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#### LEFT

AviaVox’s technology facilitates ‘silent airports’ with information clearly displayed across the terminal

explains Steve Tukavkin, vice president of IT and digital at JFK International Air Terminal (the terminal operator of JFK Terminal 4). “But we also wanted to enable new functionality and future improvements. AviaVox’s modular design means we can use what we need and only pay for what we use. We wanted to implement a silent airport (terminal) strategy, so we needed the right technology to do so.”

#### Going silent

JFK Terminal 4 isn’t the only terminal operator considering this option: airports across the globe are exploring ways to improve the passenger experience. “Of course, silent airports aren’t really silent,” Godin explains. “Rather, they target announcements only to those passengers and areas for whom the announcement is relevant. The effect is that although airports make the same number of announcements, individual passengers perceive the number to be far less. And they pay more attention to the announcements they do hear.”

AviaVox can contribute to a silent airport policy with fully integrated solutions. From clear announcements over the PA system and information on FIDS screens, to messages on mobile apps and resources for visually or hearing-impaired people. “We get essential information and instructions to passengers in the way they prefer to receive them,” Godin comments. “So we ensure that the message hits home.”

#### Beyond the shortage

Research indicates that the silent airport approach not only improves the passenger experience but also provides much-needed relief for staff, who can spend less time on standard announcements and more on passenger needs.

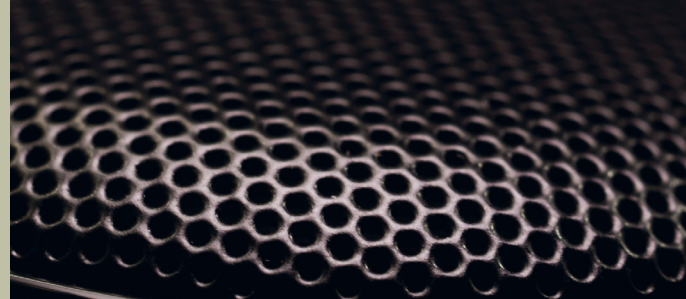
The average airport can potentially send hundreds – or even thousands – of announcements in the course of their daily operations. When these announcements are automated and directed only to the passengers who need them, stress levels decrease. “Implementing AviaVox solutions won’t just provide relief during staff shortages,” Godin emphasizes. “They will also create a less stressful environment when staffing is at full capacity.”

#### Future focus

AviaVox collaborates with leading digital agencies and FIDS suppliers to create a well-rounded, personalized passenger experience. “Our systems integrate easily into an airport’s existing IT infrastructure and are easy to maintain,” says Godin. “They are also cost-effective. Our flexible subscription model ensures airports pay only for the services they need. Not to mention the financial benefits of a better-utilized staff who can do more with their time.”

AviaVox solutions even extend to targeted audio and text announcements on mobile devices, combining flight information, positioning, wayfinding and advertising into a seamless experience. “From basic staff relief to next-level passenger amazement, we’ve got a solution for every airport of any size,” concludes Godin. “In this way, we’re contributing to the industry’s recovery, one airport at a time.” ■





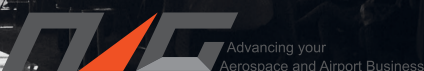
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IN THEIR NATIVE LANGUAGE



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