

Media release

Newcastle Airport rolls out interactive customer feedback system in a NSW airport first

Tuesday, 5 June 2018

Newcastle Airport has installed an innovative new customer feedback tool as a part of its on-going commitment to delivering quality passenger and terminal experiences.

This is the first NSW airport deployment of the interactive feedback system (IFS) designed by consumer research company Dr. Voxx. The system is also present at Brisbane International and Domestic Airports.

Easy-to-use, modern touchscreens are available at 13 different locations throughout the terminal such as check-in, security clearance and retail areas where travellers are inclined to have something to say and are open to sharing their valuable thoughts.

Hannah Jamieson, Newcastle Airport Executive Manager Corporate Affairs, says the new customer feedback system will provide a highly visible channel to engage with the 1.28 million passengers who pass through the Airport every year.

“Our customers and their experiences are at the forefront of every business decision we make. Passenger feedback is vital in delivering the Airport the region deserves.

“This new system allows us to listen to our passengers and use this information to help shape our services and facilities to best meet their needs. It also enables us to gain of-the-moment actionable insights and be more operationally responsive than ever before,” she said.

“Passengers can quickly rate their experience and tell Newcastle Airport what they think of facilities as they use them. Customers love engaging in this way,” Dr. Voxx added.

Installed on Friday 25 May, the IFS system is already proving popular with customers, with over 1,000 visitors registering feedback in the first week of operation.

Ends.

Further information

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Notes for the Editor:

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