

HELLO !



KSG

**DELIVERING
EXCEPTIONAL
CUSTOMER SERVICE
AT DAA**

AGENDA

- 01 About KSG
- 02 The DAA Passenger
- 03 Customer Service – Over Arching Themes
- 04 Monitoring & Measurement
- 05 Takeaways



01 | ABOUT KSG

8

**CUSTOMER
SERVICE AWARDS**

**€60m
TURNOVER**

**2 TIME
IRISH
SUSTAINABLE RESTAURANT
CHAMPION**



**3 TIME NOMINEE
IRISH INSTITUTE OF
TRAINING AND DEVELOPMENT**

**120
LOCATIONS**

**DAA
PARTNER
SINCE 2010**

**DELOITTE
BEST MANAGED COMPANY
2014 | 2015 | 2016 | 2017**



**1100
EMPLOYEES**

**1.1 MILLION
CUSTOMER TRANSACTIONS - DAA**

**10,000 SQ FT
CITY & GUILDS
TRAINING ACADEMY**

**7 UNITS
TERMINAL 1**

KSG at DAA

Alcock & Brown
RESTAURANT & BAR

Leopold
COFFEE HOUSE

STREET FEAST



REFUEL
FOR THE JOURNEY



02

THE DAA
PASSENGER

4

AIRPORT PASSENGER PROFILES



BUSINESS EXECUTIVE



- Business passenger likes to stay in control
- Always at work and therefore eating and working is linked
- They want quick service and food that is healthy and fresh
- They will spend more for higher quality
- Service needs to be practical and seamless
- Service that makes their work / travel life simple
- This group moves fast and they understand airports

50+ LEISURE PASSENGERS



- Like to arrive early
- Move at a steady pace and allowing time
- Want good service, atmosphere and comfortable surroundings
- Value for money is important - meal deals
- A 'real' restaurant experience
- Comfort and the little details matter

FAMILIES



- Families anticipate stress – prepared
- Want variety – ability to customise their food offerings
- Personal service
- People who can anticipate and help smooth the journey for them
- If kids are happy then parents are happy
- They arrive early, check in, settle, then eat
- Want their restaurant experiences to be fun
- They need assistance throughout

YOUNG FREE SINGLES



- Discerning, knowledgeable and visual
- High quality, vibrant, on trend food offers
- Great quality service is critical
- Price conscious
- Deals that represent value for money to them
- Want to feel: Nourished, hydrated and excited
- Quick service and also to leave with an experience

03

CUSTOMER SERVICE
OVER ARCHING THEMES



**GETTING THE
BASICS RIGHT**

**INSPIRING
GREAT
EXPERIENCES**

**DEFINING
PLACES AND
SPACES**



**GETTING THE
BASICS RIGHT**

- Service
- People / Training
- Genuine Customer Interaction
- Irish and Local Provenance
- Range and Variety
- Pricing
- All Day Solutions
- Cleanliness
- Managing Queues



**INSPIRING
GREAT
EXPERIENCES**

- Value for Money
- Loop Pricing Policy
- Innovation in Service and Food Delivery
- Delivering Quality Offers
- Strong Fresh Food Emphasis
- Eatertainment
- Customer Centric
- Healthy Eating



**DEFINING
PLACES AND
SPACES**

- Design Led Environments
- Local Emphasis
- Sense of Place
- Seating and Dining Zones
- Technology

04

MONITORING &
MEASUREMENT

YOUR SCORE

92%

289/313 points



DUBLIN AIRPORT AVG (YTD)

80%

372 Evaluations



THIS VS. LAST SCORE



92%
This Evaluation



90%
Last Evaluation

YOUR AVERAGE YTD

87%

12 Evaluations



DUBLIN AIRPORT RANK (YTD)

1/33



THIS SCORE VS STORE AVERAGE YTD



92%
This Evaluation



87%
YTD Average

05

KEY
TAKEAWAYS

KSG

TAKEAWAYS

Understand DAA customer profiles

Provide a tailored solution

Get the basics right

Deliver great experiences



THANK YOU !

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