Improving Connection Process at Montréal-Trudeau International Airport

mosaic HEC MONTRÉAL | Pôle créativité et innovation

YUL Montréal-Trudeau International Airport

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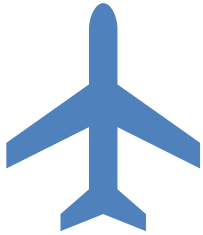*Sponsors from ADM:*
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Introduction & Research Question

Enhancing passenger experience and attracting future visitors

Focusing on early retired and baby boomer

Language barriers

Stress

Confusion

Manifesto

"We believe in leading change with creativity and empathy. We have the vision to develop and integrate new, innovative solutions into YUL Montreal Airport for a positive, secure, and sustainable passenger experience"

Literature Review - Airport Evolution

Shift to Commercial
Focus

Passenger-Centric
Strategy

Cultural
Touchpoints

Benchmark - Best Practices at Other Airports

Analysis and Discussion

- Ideation Method
- Co-Design Approach
- C-K Theory Application
- Three core areas of innovation at YUL:
  - Preflight
  - Connection Process
  - Montreality

Axis 1 - Pre-flight

- To be proactive in communicating all the information in advance to the connecting passengers
- Inform about the process in the language of their choice
- Let the passenger know in advance the connecting process steps he will go through
- Reassuring the passenger that everything is in place for him to catch his next flight
- Informing about the accessibility services to assist him in the airport

Axis 2 - Connection Process

- Wayfinding Solutions:
    - Digital Panels
    - YUL Mobile App
    - YUL Ambassadors (Real/Virtual)
    - Personalized Connection Services
    - VIP Accompaniment

Axis 2 – Connection Process

Multi-use PODS

Rest and Relaxation Areas

Praying/Spiritual Rooms

Virtual Healthcare & Vending Machines

World-class Washrooms

Axis 2 – Connection Process

- Digital Twin
- Data Platform & Predictive Models
- Airline Data Sharing
- AI & Facial Recognition
- Security Partner Collaboration
- Universal Accessibility
- Ambassador Training

Axis 3 - Montreality

Section 1 (Engaging Transformation)

- The Community Table
- Gamify and reward the connecting process
- Instagrammable scenery at the airport
- Leverage bridges for a Montreal immersive experience
- YUL product branding

Section 2 (Reduce Stress)

- Adapt light to create less stressful experiences
- Increase greenery
- Controlling temperature
- Relaxing signature YUL fragrances

Recommendations and Action Plan - Before Arrival
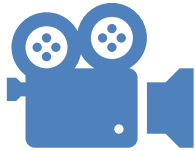
Explanatary video of the connection process

Improve the Montreal Airport website for the connection process

Improve the Montreal Airport website for the connection process

Recommendations and Action Plan - on Arrival

- Culture of Innovation
- Cross-functional Collaboration
- Agile Project Management
- Data-driven Decision Making

Recommendations and Action Plan - on Arrival

- Partner Ecosystem
- Technical Skillset Development
- Personalization and Mobility Improvements
- Rest and Relaxation Services

Recommendations and Action Plan - on Arrival

Real and Virtual Ambassadors

Universal Accessibility

Global Best Practices

Recommendations and Action Plan - Montreality

- Commercial agreement for significant events and a virtual ticketing office
- Partnering with tourism Montreal/Quebec and cultural institutions
- Collaboration with architects
- Collaboration with olfactory developers
- Digital marketing strategy
- Hiring specialist to measure the positive experiences of passengers

Conclusion

The passenger experience during a connection begins well before landing and there are a multitude of opportunities that we have described to positively influence their experience from the moment they arrive and during their stay at the Airport.

We recognize that reviewing the passenger journey in an airport that has already been built and is approaching the capacity limits of its current facilities during certain peak periods increases the complexity of implementing certain solutions.

In addition, we were able to observe that Montreal Airport interacts with a multitude of stakeholders over whom the levers of influence vary greatly.

That said, we believe that the creative solutions proposed by the fruit of this collective work will allow Montreal Airport to improve the passenger experience for connecting travelers and will increase interest in making Montreal and its region an even more popular place as a destination.

The strength of the team is each individual member. The strength of each member is the team.

Phil Jackson

Thank you for your attention