

# Passenger Charter Action Plan

## Delivery and Evaluation of the Passenger Charter

daa's commitment to delivering on the Passenger Charter is demonstrated by:



a consistent approach to induction and ongoing training for all employees, including Customer Service Training updates provided for front line staff and a recently introduced new module on Non-Visible/Hidden Disabilities Awareness Training



a robust and efficient passenger comments/complaints management process



an Employee Code of Conduct and company values that support the delivery of our airport products and services



a clear and well-structured Sustainability Plan



a comprehensive programme of research to understand and monitor passenger and airport user experience



a Passenger Accessibility (and Inclusion) Strategy (in development)





## Training

daa is fully committed to the provision of training for employees to carry out their work activities in a safe manner and consistent with appropriate quality standards in delivery and service and in compliance with all regulatory requirements. daa employs staff across multiple disciplines and spanning roles in the front line to professional services roles. daa runs Graduate, Apprenticeship, and Internship Programmes annually, as well as providing ongoing support for professional services training. In ARI, as well as customer service training, teams are knowledgeable and passionate about the brands they work with and the services

they offer, providing helpful advice and information to customers. Training commences at the earliest stage of an employee's engagement with daa, including as a pre-requisite for securing some roles. Training continues during the employee's career, comprising technical competency training and 'soft skills' training, as appropriate. daa employs its own accredited trainers, as well as maintaining relationships with external organisations and bodies. Staff also have access to an employee portal called The Learning Hub which is kept up to date with a wide range of educational and skills-based training.



## Employee Code of Conduct and Company Values

daa depends on staff talent, energy and commitment: our people are at the heart of everything we do. Our values guide us in the delivery of our vision to be an airport industry leader that connects Ireland to the world. As a company, we have defined our values as respecting each other's value, brilliant at the essentials; passing the baton, not the buck; and always better. With these principles in place to guide us, daa policies and procedures are the basis for working well together. Because we have responsibilities to each other as well as to customers and passengers, this Employee Code of Conduct is relevant to all of us at daa.

Our Employee Code of Conduct provides a set of ethical principles and offers guidance on what actions are acceptable and unacceptable. The objectives of this Code are to

- Promote the highest standards of legal and ethical management
- Promote and maintain confidence and trust in daa Group
- Ensure everyone acts and behaves in the right way

In quarterly and annual performance review process, our staff performance, behaviour and attitudes are measured against this Code of Conduct and our company values.

Every month, staff who demonstrate 'the values in action' are nominated by colleagues and recognised for their efforts as part of the daa Superstar Awards.





## A Comprehensive Programme of Research

It is the consistent engagement with passengers to understand their experience that is at the core of an effective customer charter. The primary basis of this engagement is an extensive customer research programme in both Dublin and Cork airports through direct face-to-face surveys. This is supplemented with qualitative research where appropriate, providing a deeper understanding of specific aspects of passenger experience and informing short term and long-term planning. In addition, a suite of Happy Or Not machines at key locations provide 'live' information and assessment of the service experience at touchpoints throughout the journey, such as security, customer service and cleanliness.

Both airports participate in the Global Airports Council International (ACI) Airports Service Quality (ASQ) survey. These quarterly surveys measure 37 key categories of customer experience at airports and are based on direct interviews with a sample of 3,200 passengers at Dublin and Cork airports (note – precise figures may vary annually). We benchmark ourselves against our peers internationally and are proud to achieve benchmark scores for the courteousness and helpfulness of our teams on the ground, among other good schemes.

We engage a professional service provider to conduct a continuous passenger usage and attitude survey among departing passengers year-round on our behalf. At Dublin Airport, this includes conducting a more detailed bespoke research study, the Customer Satisfaction Monitor. This provides a deeper understanding of drivers of customer satisfaction at Dublin Airport, highlighting

areas where we need to improve and what we need to focus on. This research programme consists of interviews with 5,550 departing and 2,500 arriving passengers per annum (note – precise figures may vary annually) and is available monthly. This study provides the scores for our IAA Service Quality Measures (SQMs), as well as providing our NPS score.

ARI invest in extensive research to understand and anticipate their retail customer needs and ensure their experience is positive and to the high standard expected.

daa also monitors its broader reputation through the independent research study, RepTrak.

In 2023, two additional means of providing passenger feedback were introduced. One is a Rate my Airport feature on the Dublin Airport App, which provides the opportunity for passengers or other airport users to rate various aspects of the airport and to provide verbatim comments should they wish to do so.

daa has an active presence on key social media platforms such as Facebook, X and Instagram where we actively engage with our customers and answer queries and deal with feedback directly in a timely and responsive way.





## Comments/Complaints Management Process

We have a dedicated email system for customer queries at Dublin and Cork airports and for ARI and all queries or complaints are addressed promptly.

Our websites also provide a convenient way for feedback to be sent directly via a self-completion form which is then relayed to the relevant department for a prompt reply. daa is committed to providing a website and app that are accessible to the widest possible

audience, regardless of device or ability. We will continually improve the user experience for everyone and adhere to the required accessibility standards.



## Sustainability Plan

daa continues to embed sustainable practices throughout our group. Sustainability is a core pillar of our corporate strategy, and our policies drive all our business functions to ensure sustainability drives our plans and actions. In 2024 we published our latest ESG strategy outlining our commitments and targets to 2030 and beyond. To help guide our path to a net zero carbon emissions business by 2050 at the latest, we are committed to the Science Based Targets Initiative (SBTi) and are accredited through Airport Council International (ACI) Airport Carbon Accreditation Programme (ACA) illustrating our work to date to reduce emissions, and our future commitments across scope 1, 2 and 3 emissions.

Our ESG strategy also focuses on our people and our communities, with a community fund of over €10 million to support initiatives and a considered focus on DEI (Diversity, Equity and Inclusion) across daa group to encourage change for all colleagues. daa is committed to working hand-in-hand with airlines and other companies in the aviation sector to reduce the environmental impact of our operations (Scope 3 emissions). Our focus on green procurement leads to meaningful relationships with our third parties, working together to support ESG across the industry, in our communities and in daa.





## Strong, KPI based relationships and account management of third parties

daa works closely and in a spirit of partnership with the multiple third parties involved in the delivery and management of important passenger processes, facilities and services throughout the airport journey. This includes long term planning to ensure evolving passenger needs are met over time and that shared service standards are in place, as well as the agreement of contractual SLAs and a performance monitoring and review programme, linked to financial metrics. These programmes can include weekly audit inspections by

both daa staff and independent third parties, weekly management meetings, and comprehensive quarterly reviews with details of the associated financial impacts. The aim of this approach is to ensure that the high standards daa requires are consistently met over time by third parties, and to course correct where they're not. daa also proactively shares passenger research findings with third parties, to support them in delivering to the standards passengers expect and daa set.

