# How YVR Improved Its Customer Service and Business Decision-Making

We provide YVR (Vancouver International Airport) with actionable insights that help its team provide better customer service and improve its services/amenities, operations, and communications decisions.

## Objectives

YVR's goal is to become more customer-centric based on customer-driven insights.

We are YVR's primary research provider, and since 2021, we have helped them achieve key objectives, including monitoring passenger satisfaction, segmenting key customers, understanding the passenger journey, measuring community perceptions of YVR's brand, and more.

## Methodology

Our various approaches include:

1. Monthly and ad-hoc passenger surveys

2. Online segmentation survey

3. Online survey of B.C. residents on perceptions of YVR

4. Ethnographic passenger interviews

5. Custom online community with qualitative and quantitative tools

## Outcome

YVR has leveraged the insights we provide to:

1. Monitor its performance using KPIs

2. Improve its passenger and employee experience

3. Inform strategic resource allocation and marketing decisions

4. Develop communication strategies for passengers and the community

**Click here to speak with our team**

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