Refining and sharpening HAL's proposed Consumer Outcomes

Following feedback from the CAA's Way Forward document, the airline Community have developed HAL's Consumer Outcomes further with the following objectives – as set out in CAP2139 p 74:

- Outcomes should capture the most important aspects of airport services that consumers value.
- They should be simple and easy to understand for consumers and can encompass those aspects of airport performance that impact on other stakeholders.

We have therefore aimed to refine and clarify HAL's original outcomes to sharpen their relevance for consumers, we believe the below revised outcomes better match the CAA's objectives:

KEY OUTCOMES FOR HEATHROW

The below applies to consumers, colleagues, airlines and cargo users of Heathrow's infrastructure

1 Safe & comfortable	• Heathrow **meets my basic needs**, provides **relevant & timely information**, and has **leading levels of safety**
2 Responsible	• Heathrow provides a **consistent, high-quality experience**
3 Reliable	• I expect that my Heathrow **flight will operate as scheduled, depart and/or arrive on time** together with my **checked baggage**
4 Seamless	• I can **progress quickly through Heathrow at every step**, and without stress
5 Accessible & connected	• Heathrow is **accessible to me, easy to use** and there are a **range of effective transport options**

Original Outcome: I feel Comfortable and secure at the airport:

Replaced by:

1. **Safe and Comfortable:** Heathrow meets my basic needs, provides relevant & timely information, and has leading levels of safety
6. **Accessible and connected:** Heathrow is accessible to me, easy to use and there are a range of effective transport options

Reasoning: The terms comfortable and secure could cover a range of outcomes eg: a consumer could have found a nice chair in departures where they were confident they could keep an eye on their bags! By focussing on what outcomes provide the feeling of comfort (basic needs met, timely information provided, accessible to PRS consumers, easy to use) and what provides a feeling of security (Leading levels of safety) we have further refined the consumer outcome into outcomes that are more relevant for consumers.

Original Outcome: I feel cared for and supported:

Replaced by:

1. **Safe and Comfortable:** Heathrow meets my basic needs, provides relevant & timely information, and has leading levels of safety
2. **Responsible:** Heathrow provides a consistent, high-quality experience
6. **Accessible and connected:** Heathrow is accessible to me, easy to use and there are a range of effective transport options

Reasoning: The terms cared for and supported could cover a range of outcomes eg: a consumer could have been cared for and supported by a great PRS person, but still missed their flight! By focussing on what outcomes provide the feeling of being cared for (basic needs met, timely information provided, high quality experience, bags travelling with you), and what provides a feeling of support (Accessible to me, easy to use with a range of effective transport options) we have further refined the consumer outcome into outcomes that are more relevant for consumers. The concept of Responsible, enables customers to feel confident that Heathrow is in control.

Original Outcome: I have a predictable and reliable journey:

Replaced by:

2. **Responsible:** Heathrow provides a consistent, high-quality experience
3. **Reliable:** I expect that my Heathrow flight will operate as scheduled, and depart and/or arrive on time together with my checked baggage

Reasoning: The terms predictable and reliable could cover a range of journey outcomes eg: a consumer could face a predictably and reliably bad journey as the performance was consistently poor! By focussing on what outcomes support a good journey experience (High quality experience, bags travelling with you) and what provides a feeling of reliability (operate on schedule, depart and arrive on time, checked bags travel with me) we have further refined the consumer outcome into outcomes that are more relevant.

Original Outcome: I have an enjoyable experience at the airport:

Replaced by:

1. **Safe and Comfortable:** Heathrow meets my basic needs, provides relevant & timely information, and has leading levels of safety
2. **Responsible:** Heathrow provides a consistent, high-quality experience, and my checked baggage travels with me
3. **Reliable:** I expect that my Heathrow flight will operate as scheduled, and depart and/or arrive on time together with my checked baggage
4. **Seamless**: I can progress quickly through Heathrow at every step, and without stress
5. **Accessible and connected**: Heathrow is accessible to me, easy to use and there are a range of effective transport option

Reasoning: An enjoyable experience at the airport is too high level and could cover a range of experiences (ie meeting a friend or relative, enjoying time in an airline lounge, have a good meal, purchasing a bargain in the shops etc.) most of which may not be attributable to HAL's overall performance.   In order for the consumer to have an enjoyable experience at the airport it is better to clarify what would drive that enjoyable experience that is within HAL's control. We therefore have recommended that all 6 new consumer outcomes replace this outcome. A consumer needs to feel safe and comfortable, experience an accessible, connected, seamless and reliable level of service, progress through the airport quickly and without stress to have an enjoyable experience. If any of these consumer outcomes were not met, then it clearly would not be an enjoyable experience.

Original Outcome: I am confident I can get to and from the airport:

Replaced by:

6. **Accessible and connected**: Heathrow is accessible to me, easy to use and there are a range of effective transport options

Reasoning: Again, this outcome is not specific enough. A consumer could be confident of getting too and from the airport, but also confident that it would be a very stressful and uncomfortable journey. To further refine this outcome, we have focused on there being a range of effective transport options and specifically for PRS consumers that Heathrow is accessible.

Original Outcome: An airport that offers me a good value choice of destinations that I want to travel from:

Not replaced.

Reasoning: The airline community do not support an outcome based on choice of destinations. Choice of destinations are driven by the competitive market that the airlines operate in. It should not be a consumer outcome for HAL.