

BWI Marshall Airport: “Easy Come, Easy Go” with Accessible and Actionable Flight Information from FlightView

As one great airport serving two great cities – and more than 55,000 passengers daily -- Baltimore/Washington International Thurgood Marshall Airport (BWI Marshall) emphasizes ease-of-use and customer service. The airport’s “easy come, easy go” brand highlights efficient, convenient travel for all travelers and has been widely recognized for excellence by travel and aviation industry organizations.



www.bwiairport.com

- **J.D. Power and Associates** ranked BWI Marshall as one of the best North American airports for passenger satisfaction
- **Smarter Travel 2008 Readers' Choice Awards** recognized BWI Marshall as the fifth favorite U.S. airport
- **Airports Council International-North America** honored BWI for “Best Food and Beverage Program”

The team at BWI Marshall continuously seeks new and innovative ways to demonstrate its commitment to customer service. Wi-Fi service has been added throughout the terminal and customers can obtain parking coupons on the airport’s Web site for reduced rates in close, convenient parking lots. For travelers choosing private pick-up and drop-off, BWI Marshall was one of the first in the nation to provide a free cell phone lot with ample parking and quick access to the terminal area – eliminating the hassle of circling the airport terminal.

All of these amenities contribute to a positive and more comfortable environment for travelers. What

the team at BWI Marshall realized was the one thing all travelers crave: quick answers to questions!

As a first “line of defense” in its traveler information initiative, BWI Marshall Airport strategically placed *Pathfinders* – volunteers that act as traveler aides to answer any questions from customers. As BWI Marshall’s reputation grew and more travelers flooded in, the 150+ Pathfinders were a friendly face in what can be a stressful time.

Common Questions Answered with Technology

It’s a common sight: people racing from the curb or the parking garage to catch a flight or to meet a loved one. They underestimated the travel time to the airport or were caught by a last minute call at the office. They dash into the terminal, breathless, and scramble to learn quickly what’s happening with their flight, in order to make the next decision – race to the security checkpoint, go to the airline ticket counter to get a different flight or find a place to have coffee while they wait.

This scenario played out frequently for the Pathfinders at BWI Marshall Airport.

Frequently asked questions included “Has this plane landed?”, “What’s the status of my flight?” and the most important question, “Where’s my plane?” It was that need for information about flights that sparked a new opportunity to leverage technology for the BWI Marshall Airport team.

“The customer care initiatives that we’ve put in place have helped us earn a reputation as one of the most customer-centric airports anywhere,” said Jonathan Dean, manager of communications for the Maryland Aviation Administration.

“When it comes to customer service, we want to help travelers get where they’re trying to go while making the experience as pleasant and stress-free as possible,” said Jonathan Dean, manager of communications for the Maryland Aviation Administration. “Having the Pathfinder volunteers was a terrific start. The next step – putting the information in our customers’ hands to give them the power to control their own travel experience with a technology-based solution – was logical.”

In 2008, BWI installed FlightView’s Air Traffic Map and Weather Live displays. With easy-to-read screens and up-to-the-minute flight information, the technology became a valuable tool in helping travelers get the information they most want.



BWI Marshall uses FlightView’s real-time flight information to provide a better travel experience.

The Big Picture

FlightView’s displays are located in the main terminal, before the security checkpoints. Located immediately next to the familiar Flight Information Display Systems (FIDS), the FlightView technology provides the critical context that travelers need when trying to understand the status of their flights. The visually intuitive monitors make it easy for passengers to see exactly where their flights are and how weather, air traffic volume and other issues are affecting their flights.

With accurate, real-time technology from FlightView, BWI Marshall provides a quality travel experience for all passengers even when travel plans don’t cooperate. With more

control over personal plans, travelers can take matters into their own hands – change the flight, buy a book or stop for a relaxing meal.

At the same time, people greeting flights no longer have to stand at the airport when they know the flight is delayed. BWI Marshall Airport’s Pathfinders can focus on bigger problems – like finding a lost child or providing reassurance to those who need it. When plans fall prey to weather, disrupted connections or mechanical issues, travelers take comfort in knowing they have all the information they need – right in front of them.

“The customer care initiatives that we’ve put in place have helped us earn a reputation as one of the most customer-centric airports anywhere,” said Dean. “The flight and weather tracking technology are an important part of our effort to provide sources of valuable information for airport users.”

Beyond the Terminal

For BWI Marshall Airport, the commitment to helping customers have a positive experience will soon go online. Working with the FlightView team, the airport’s Web site will incorporate the visual flight and weather tracking maps, so customers can make better decisions about when to leave for the airport or make contingency plans as necessary. The Web pages will bring real-time data to BWI Marshall customers, giving them access to the same real-time information that could previously be found only at the airport.



BWI Marshall Pathfinders use FlightView's easy-to-read maps to assist travelers.



FlightView[®]

Flight Information You Can Act On[™]

214 Lincoln Street, Suite 213
Allston, MA 02134-1346
p: 617.787.4200
f: 617.787.2570
www.flightview.com