AirportXP

Leveraging the insights and engagement solutions of mXP (mobile experience), AirportXP allows travelers to share their experience at the 250 busiest U.S. Airports - empowering airport management to analyze, react and activate change in real-time across a variety of service touch points.

mobile-xp.com

A continuous, daily flow of traveler feedback, coupled with mXP's unique approach to generating insights, provides in-moment measurement of service quality from counter check-in through departure.

For the airport manager, this means building relationships with business and leisure travelers, plus the ability to identify and address service problems as they surface, in real-time.

Benefits of AirportXP

Self-reported assessments, directly from travelers engaging on their mobile device, are displayed in real-time to a dynamic, interactive dashboard with filtered search

Access to travelers' experience with terminal arrival, parking, check-in, security checkpoint, terminal facilities, food and beverage, retail, gate area, baggage delivery, and exiting the terminal

Compare and index your results against all 250 of the busiest U.S. airports, airports of similar size and passenger volume, and airports in your competitive set

Send travelers and meeters/greeters relevant messages, quick surveys, or personalized reward and offers

Learn what travelers are saying right now on social media about your airport and with what sentiment

Annual subscription includes dashboard delivery of real-time feedback and supporting data

Re-contact travelers via dynamic tags to gain additional insight on their reported service problems

About mXP

mXP, powered by SessionM, is a suite of mobile products that include best-in-class market research methods, vertical industry expertise, and advanced analytics. mXP products provide access to an extensive network of on-the-go consumers, sourced from 100+ million mobile device users and among a coalition of 1,500 integrated mobile apps. mXP provides marketers with insights quickly, acquiring more than 275,000 responses each day, allowing for accelerated delivery of decision-making information and answers to business critical questions.

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