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Customer satisfaction

Aéroports de Paris is seeking passenger opinions on its services via QR code technology



In August 2010, Aéroports de Paris launched www.ditesnous.fr, a new forum, with the goal of collaborating with Internet users and passengers at Paris airports to devise the airport of tomorrow. After two years of exchange, Aéroports de Paris is modifying its Dites-Nous ("Tell Us") programme to refocus it on the full range of services available to passengers at Paris airports.

One click on a smartphone or tablet will allow all travellers to give their opinions on around ten services available to them, via a QR code—a two-dimensional code—on a sticker.

The advantage of such a scheme is that it allows passengers at Paris airports to give their opinions after having tried out, in situ, one of the services offered by Aéroports de Paris:

- Family areas
- CDGVAL (automated people mover)
- Premium Parking
- SmoOovebox, which allows a video e-mail to be sent free of charge
- Child care facilities
- Water fountains (installed on the initiative of Dites-Nous)
- Car park guidance systems
- *Paris-Lifestyle* magazine

Press release





AÉROPORTS DE PARIS

The world is our guest

As soon as a question has been answered with the "I like"/"I don't like" method used on social networking sites, passengers can see the results of their vote directly and thereby discover if the service is popular with other passengers. A website, www.ditesnous.fr, is also available for passengers to share their ideas on how to improve these services.

Service	Personnes	Like	Dislike	Thumbs Down	Thumbs Up	Avis
MAGAZINE PARIS-LIFESTYLE	39	21	18	3	10	52
SMOOOVEBOX	13	9	4	0	0	13
FONTAINE À EAU	10	5	5	0	0	10
PARKING PREMIUM	15	13	2	0	0	15

Press release

Aéroports de Paris has now a real-time indicator measuring passenger perceptions of the services available to them. This list of services will grow, with new additions currently being rolled out.

About Aéroports de Paris

Aéroports de Paris builds, develops and manages airports including Paris-Charles de Gaulle, Paris-Orly and Paris-Le Bourget. In 2011, Aéroports de Paris handled more than 88 million passengers and almost 2.5 million tons of freight and mail in Paris and 40 million passengers in airports abroad.

With an exceptional geographic location and a major catchment area, the Group is pursuing its strategy of adapting and modernizing its terminal facilities and upgrading quality of services, and also intends to develop its retail and real estate business. In 2011, the group revenue stood at €2,502 million and the net income at €348 million.

Press contact: Christine d'Argentré +33 1 43 35 70 70