



Atlanta's Hartsfield-Jackson Airport

Creating a First Class Guest Experience at the World's Busiest Airport



CHALLENGE

Ensuring a world class passenger experience for all 107 million annual visitors of the world's busiest airport.

The huge volume combined with the structural enormity of Atlanta's economic crown jewel requires a small village to maintain.

"Clean bathrooms are a must."

Airports Council International (ACI) published its *Airport Service Quality: Airport Cleanliness* report (ACI-NA-ASQ), which identified washroom and terminal cleanliness as the two most essential infrastructure factors that impact overall passenger satisfaction. "Bathroom cleanliness is a big driver of satisfaction at airports, and if you want a pleasant experience, clean bathrooms are a must," said ACI's Dimitri Coll.¹

SOLUTION

ABM's technology driven attentiveness to janitorial and maintenance has helped land ATL the **#1 airport for overall customer satisfaction** on the 2019 ASQ Survey with record breaking high scores in washroom cleanliness.²

"The volume of traffic presents a worthy challenge, but we strive for the highest level of customer satisfaction every day," notes Dr. Kofi Smith, the president and CEO of Atlanta Airline Terminal Company (AATC), which provides facilities management for the entire airport.



- The busiest airport in the world with 107 million passengers annually
- 7.2 million sq. ft. from curb to curb—the size of 125 football fields
- 1,300 departures totaling 287,000 passengers/day
- 192 gates
- 7 concourses
- A and B concourses serve 30 million passengers/year each, the equivalent of JFK total yearly visitors.



For nearly three decades, AATC has partnered with ABM to keep Hartsfield-Jackson shipshape. This is no small task. The contract covers:

- 3 million square feet of public space, which is about 80% of the airport.
- Domestic Terminal and 5 concourses.
- The cleaning of all public areas, all public restrooms, all gate hold rooms, common areas, and jet bridges.

ABM orchestrates around-the-clock teams of nearly 700 janitorial and maintenance team members. Besides the minute-by-minute upkeep of the restrooms, a new challenge has arisen due to the newly extended flight schedules. ABM only has a short window each night (1 a.m. to 5 a.m.) to thoroughly scrub, sanitize, and vacuum every visible hard and soft surface, returning the airport to “opening day fresh.” Removing thirty-five tons of airport trash and cleaning over 900 toilets and urinals is only part of the picture. A facility maintenance team of 18 also works overnight to maintain everything a passenger sees while traveling through the airport: paint, tile work, stall doors and latches, lighting, etc.

ABM also has a contract to provide baggage assistance, plus parking and shuttle service for the domestic and international terminals for airport employees and guests.

It’s more than keeping the hard and soft surfaces sparkling.

The complex coordination of big and small tasks required to maintain a high standard of customer care is achievable with the help of ABM’s highly engaged team members, innovative technology partners, and intricate cross functional teamwork.

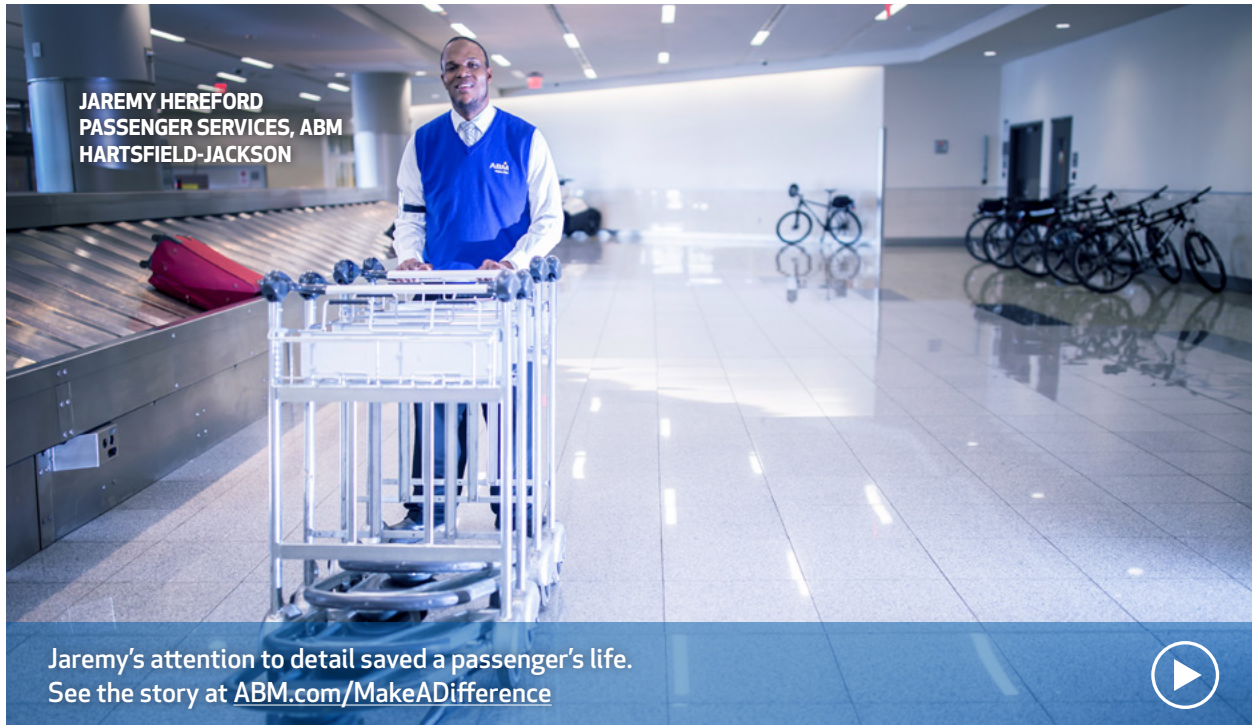
ABM knows that paying attention to the restroom stalls is a top priority. All restrooms have a full-time attendant keeping everything clean, the vanity tops dry, and paper and soap well stocked. Yet each staff member also elevates service beyond cleanliness. “We train attendants in customer engagement and anticipating needs,” explains Brian Kingston, Regional Vice President Facility Service for ABM, “whether it’s pointing a guest to an available stall or helping out the elderly or those with mobility challenges.”



Every ATL restroom offers passengers a chance to rate their experience as “exceptional,” “average” or “poor” by selecting a happy, neutral, or sad face on a tablet as they exit. If they pick the sad face, they can then share feedback on a series of options, from cleanliness to lack of supplies to a water leak. Within seconds, an ABM supervisor gets a mobile alert, and can then act to quickly correct the issue.

To make even smarter decisions about improving the guest experience, ABM and AATC took note of the ACI survey results in connection with empirical data collected from the Passenger Experience Survey System and other customer feedback technology in use at the airport. ABM then participated in the outfitting of multiple smart restrooms—starting with the high-volume Concourse B, with plans to extend to 30 more restrooms soon.

Along with the Passenger Experience Survey system, other technology solutions being piloted perform within the broader IoT (Internet of Things) maintenance ecosystem. This “Smart Clean” package provides detailed information about the restrooms and janitorial



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Jaremy's attention to detail saved a passenger's life.
See the story at [ABM.com/MakeADifference](https://www.abm.com/MakeADifference)



staff, including passenger throughput, cleaning time stamps, staff activity, and the alert log. AATC and ABM have partnered with a host of top-notch companies to create the package, which includes:

- IoT equipped flush and urinal valves, faucet alerts (leaks, clogs, and other issues), and water usage monitoring.
- Digital stall latches: bathroom stall vacancy indicator lights (connected via ethernet) to help queues move quickly while also tracking usage and peak times.

Together, ABM, AATC, and these partners are leading the charge to streamline the control and maintenance of all smart features into one centralized dashboard. This is a game changer because cross platform data collection enables integrated predictive analytics. Therefore, issues are solved before they become problems, and labor is managed with ultra-efficiency. AATC's Smith sums it up, "As we connect more dispensers and other devices to the system in a given restroom or area, the more we can reduce costs and improve services"

From the various pilots and second and third generation smart technology implementation, ABM

has been able to track multiple data points over time to determine the macro effects of janitorial investments. In partnership with their paper towel vendor, AATC installed sensors, cutting paper towel outages in half. And it's not all new technology. Seventeen years ago, ABM piloted compacting trash cans at Hartsfield-Jackson (the first airport to use them), and there are now 220 throughout the concourses. Their use has saved over \$3 million in labor costs over this period, because receptacles only need attention when jammed or full (indicated by a mobile alert).

The world's busiest airport provides ABM with a unique opportunity to pilot new technology. "If it works in Atlanta, it can work anywhere," says Kingston. "ATL is an innovation incubator for tech solutions created for the sole purpose of achieving elevated guest services and greater custodial efficiencies."

Smith says, "Studies show that delighted passengers spend 190 percent more money during their time in large airports. ABM provides a positive restroom experience of very high importance on the list of things that can create this delight. We couldn't have a partner more in tune with technology and world class service expertise than ABM!"



BENEFITS

2019 ACI-NA ASQ Customer Satisfaction Results for ATL

- Overall satisfaction jumped to a new record of 4.32 (out of 5)
- Ranked #1 in the US (>40 M) and #2 (>40 M) in North America in overall customer satisfaction
- Driving ATL's leading rankings:
 - Cleanliness of washrooms (4.30)
 - Cleanliness of the terminal (4.35)

Current AirHelp Ranking of Passenger Experience at ATL³

- #1 airport in the US



Sources:

¹ New York Times: "Believe it or Not, Airport Bathrooms are Getting Better (and Cleaner);" October 5, 2018, <https://www.nytimes.com/2018/10/05/travel/airport-bathrooms-cleanliness-apps.html>

² Airports with over 40 million passengers per year

³ <https://www.airhelp.com/en/airhelp-score/airline-ranking/>

About ABM

ABM (NYSE: ABM) is a leading provider of facility services in the United States and various international locations. ABM's comprehensive capabilities include janitorial, electrical & lighting, energy solutions, facilities engineering, HVAC & mechanical, landscape & turf, mission critical solutions and parking, provided through stand-alone or integrated solutions. ABM provides custom facility solutions in urban, suburban and rural areas to properties of all sizes - from schools and commercial buildings to hospitals, data centers, manufacturing plants and airports. ABM Industries Incorporated, which operates through its subsidiaries, was founded in 1909. For more information, visit ABM.com.



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