

OSL – Traveler’s Experience

Single page summary - Service Design Award

EGGS Design, Norway, July 2015

For several years running, Oslo Airport (OSL) has been awarded the most efficient and punctual airport in Europe. But OSL wants to be more than just a punctual airport. For the next strategy period, ending in 2017, the vision is to become the best airport in Europe. To achieve this, 150 companies with a total of 13000 employees must act together to understand and meet the expectations of their travelers. OSL chose to initiate a service design project, in order to understand the travelers experience, embrace a passenger centric mindset and initiate interventions that improve the traveler’s experience.

Based on an extensive insight process, OSL has with the help of EGGS design and Sopra Steria implemented a number of different interventions. These include:

- **Improvements on information and wayfinding**, such as new gate numbering, improved dynamic flight information, and numerous signage improvements
- **Improved traveler’s facilities**, like drinking water fountains, electrical outlets, etc.
- **“Felix & Fiona”** – a comprehensive service offering for families with kids, including Family Track at the security check
- **”I am there for you”** – service program and training for OSL personnel
- **A common visual language for traveler’s experience**, enabling top-of-mind focus on travelers in internal processes in the airport

We believe the project is a great example of service design, because:

- The project is implemented on a large scale, with implications on numerous on-stage and back-stage services in the airport, on employee training and mindset.
- The project has positive effect, both in terms of passenger satisfaction (improvement on customer satisfaction surveys), in terms of organizational mindset (new employee training modules, and a common visual language for traveler’s experience), and on other airports (interventions are spreading to 46 state-owned airports in Norway).

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