

# GTAA

## (Greater Toronto Airports Authority)

Toronto Pearson International Airport needs no introduction. As North America's second largest international passenger airport it handles in excess of 44.3 million passengers a year through its two terminals.



With the goal to transform their terminals into memorable experiences rather than just a place to pass through, Toronto Pearson's management, the GTAA (Greater Toronto Airports Authority) had a vision to capture and monitor passenger sentiment over time. To do this, they needed a partner that could provide a technology that was reliable, hassle-free and above everything else, user-friendly. That partner was QuickTapSurvey.

“

*QuickTapSurvey went above and beyond what was initially offered to quickly develop new features that would make our project a success. In particular, their kiosk failure notification that helps us achieve 0% downtime is something we couldn't live without. We look forward to continue monitoring passenger satisfaction and making impactful business decisions with the resulting QuickTapSurvey data.”*

**Ann Alemi**  
Senior Representative, Passenger Engagement  
GTAA (Greater Toronto Airports Authority)

Five weeks after our first introduction, we helped the GTAA launch their first passenger security experience kiosks. Each feedback kiosk contained 15 questions and was available in both English and French. Every question was tailored with the passenger security experience in mind.

The results were quick to arrive. Over 55,000 survey responses within the first year alone. Today, Toronto-Pearson has 17 passenger experience kiosks at terminals dedicate solely to this experience and are monitoring the data on a monthly basis. In January 2018 their first recommendations based on statistically significant data will be made available.

