

# CONNECT

INSPIRATION FROM AIRPORT SALES / 03-15



WHSMITH BOOKSALES  
INCREASE SHARPLY

A new team steps in  
when serious delays  
freeze traffic

PER BRØNDT FROM PASSAGER SERVICE

**CPH IS WELL-PREPARED FOR  
ALL THE MANY TRAVELERS**

NEW POPUP SHOP TO CREATE  
EXPERIENCES THAT  
INVOLVE TRAVELERS

MEET JOHN LUNGSTRØM KHAN  
- NEW MANAGER FOR F&B  
AND CONVENIENCE

# CPH READY FOR THE SUMMER INFLUX

*The industrial holiday period has begun, which means that passenger numbers triple in CPH. This undeniably causes pressure at check-in, baggage reclaim, and security. Fortunately, CPH is well-prepared, and passengers are often not at all aware that the emergency response plan has been implemented.*

Twice in his almost 10-year long career as Duty Manager, Per Brøndt has experienced that the baggage carousel stopped working in both Terminal 2 and 3 and Arrival. At the same time, mind you.

"I was slightly busy at that time," says Per Brøndt, with barely concealed sarcasm when Connect meets him in the office on the second floor in Terminal 3. Here, he and the rest of the team, who are responsible for making passengers' route from me-

tro door to aircraft door as smooth as possible, have an excellent overview of the entire check-in area.

"There are many mornings when I stand here and keep an eye on the flow. In this way, we can react at once," he explains.

This is, basically, the purpose of his job. To react quickly when bottlenecks occur and to decide to implement an emergency procedure when necessary.

"The special response preparations are always in place, not only during the busy season; because everything that has a technical component will break down at some point. However, today we can manage a stop of 5-7 minutes before passengers discover it," he points out.

After a 10-minute stop or bottleneck, Per Brøndt and his colleagues begin to consider whether an emergency procedure is relevant.

"After 15-minutes I will have a status, and depending how busy a day it is, we decide whether to implement an emergency response plan."

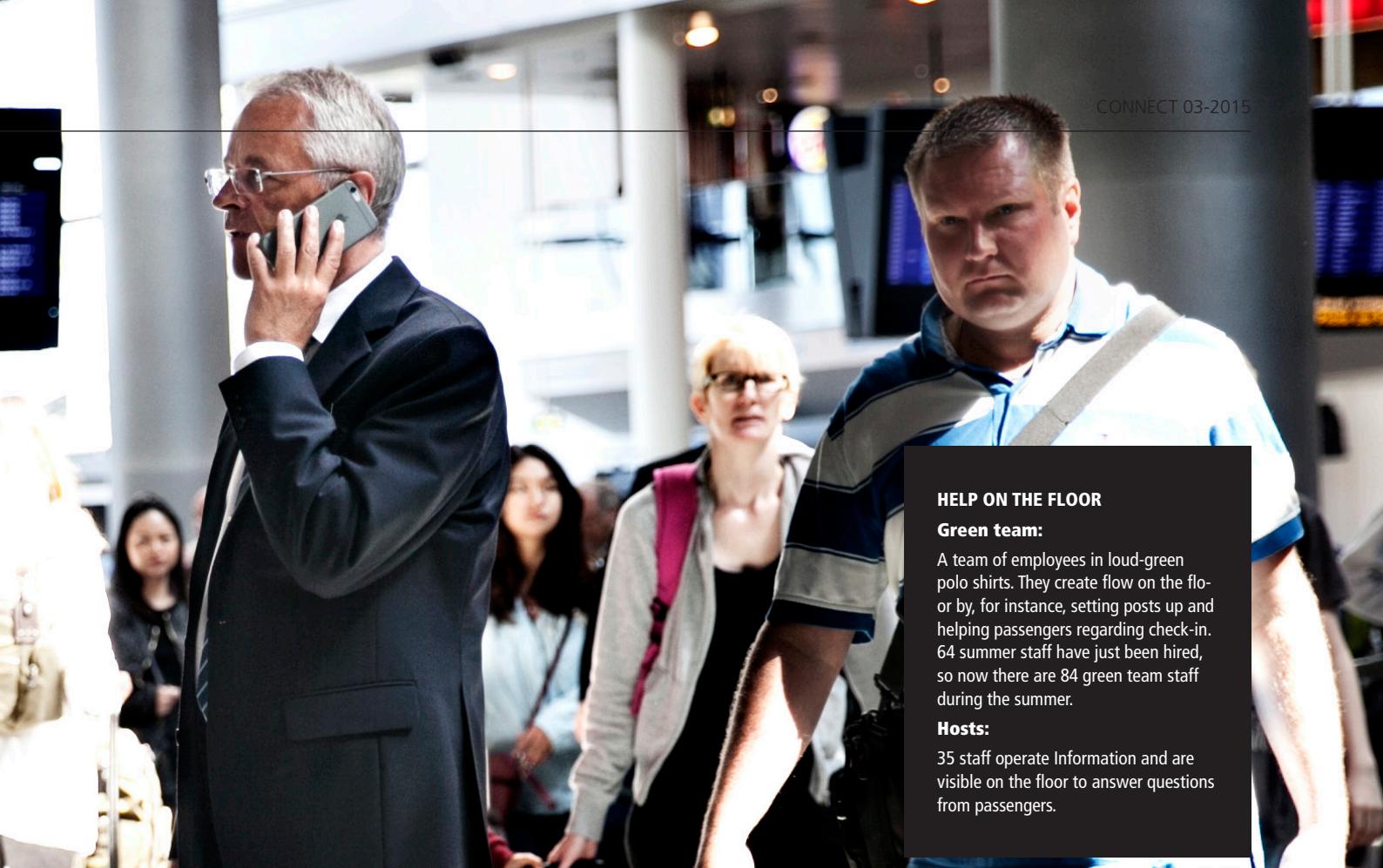
## SIMPLE SOLUTION TO A BIG PROBLEM

If the baggage carousel breaks down, we can send passengers on

**»When the emergency procedure is operating, passengers usually don't notice anything. It seems normal.«**

their journey anyway – unlike in the past. We now have a procedure that functions very well. The baggage is registered as usual, and then all the suitcases are gathered manually and placed in a screened off rectangle on the floor.

Afterwards, when the carousel is running again, the luggage is sent off as usual; alternatively, we can gather the suitcases and send them on in the system in a luggage-wagon. A simple solution, but exceedingly effective. This procedure was started five years ago after a serious carousel breakdown that lasted several hours, and during which many planes were either delayed, cancelled or flew without everyone on board. A typical emergency stop, though, lasts generally only around 20-30 minutes, and then Per Brøndt, in cooperation with handlers and the baggage factory, can have things



## HELP ON THE FLOOR

### **Green team:**

A team of employees in loud-green polo shirts. They create flow on the floor by, for instance, setting posts up and helping passengers regarding check-in. 64 summer staff have just been hired, so now there are 84 green team staff during the summer.

### **Hosts:**

35 staff operate Information and are visible on the floor to answer questions from passengers.

cleaned up within an hour.

"As a rule, it is the waiting time – from when the carousel stops until the emergency procedure begins or the carousel is up and running again – that frustrates passengers. When the emergency procedure is operating, passengers usually don't notice anything. It seems normal," says Per Brøndt.

### **PASSENGERS MUST BE CALMED**

Another place where accidental bottlenecks can occur is the queue to the baggage drop. When everyone arrives at the same time and expects to be able to just deliver their luggage, queues can easily form, Per Brøndt points out.

"It may look overwhelming when you arrive to see the queue in Terminal 3 stretching all the way past Information, around the corner and down past 7 Eleven. Passengers are often shocked because they have checked in at home and do not expect a queue. Therefore, we send our Green Team onto the floor, and they reassure passengers that it won't take long. It often takes only 20-25 minutes, even though the queue is quite long. And, when passengers

are through, they often come back and happily say 'you were right; it didn't take long at all'."

CPH's goal is that 85 percent of all passengers are checked in after 15 minutes and 95 percent after 30 minutes. In fact, we're living up to this goal quite well, declares Per Brøndt. "It has been a very long time since we have been in red."

### **BAGGAGE CAROUSEL EXPANDED FOR MILLIONS**

Down in the cellar behind nearly concealed doors, the gate to CPH's baggage factory opens. A huge warehouse with baggage carousels and suitcases swinging up and down, in and out and round and round as far as the eye can see. From a window with a view over most of the factory, operating supervisor Henrik Thyssen is on the job. His job is to make sure that the many kilometers of baggage carousels operate smoothly and to fix the problems that arise. Nearly 50 video cameras monitor the hall and send pictures to eight large screens hanging in the operating supervisor's office. On two of the screens, green digital lines wind together back and forth. This is

a real time overview of CPH's entire carousel system. When the colour changes from green to red, it is a sign that a problem has arisen.

The entire baggage carousel has just been developed and expanded for hundreds of millions of Danish kroner. The work finished last year, and, among other things, has led to 25 percent more carousel capacity. This is something we notice, states the operating supervisor, who is not nervous at the prospect of this summer's great influx of passengers.

"We have become much more resistant to busy summer days, and because of updates, we can now meet peak-periods far better, so that people get a really good experience."

If you ask Per Brøndt, he isn't worried either about summer's busy weeks. The emergency setup is in place, and it works well, he states.

"This is what I am probably most proud of. That we can maintain check-in and ensure passengers get to transit and in the air, even though there is a baggage problem. This is alpha and omega when running an airport."

# CPH INCREASES EFFORTS DURING FLIGHT DELAYS

*In future, when serious delays in air traffic arise, a new team of employees will step forth and help passengers together with colleagues in Passenger Service. In this way, we will be able to return much more quickly to normal operations.*

At the end of last year, nearly 30 employees across the organization were trained to help in case serious delays in air traffic were caused by, for instance, a storm or a strike. The Special Care Team, as the group is called, is, so to speak, extra hands and feet on the floor so that CPH can return to normal operations as quickly as possible, explains Morten Lyngbæk, specialist in emergency planning with Customer Care, which has been involved in developing the idea.

"The idea of this team is that they can help us to manage the unusual event as efficiently as possible for the passengers. In such situations it

makes a difference that we are massively on location and can help and guide them, at the same time as we get the situation under control as quickly as possible," he explains.

Via an app developed especially for this purpose, Customer Care can send a direct message to the team about where and when to meet. Perhaps there is a need to help answer difficult questions, keep order in queues, distribute water, or find blankets. The ambition is to provide passengers with the same high level of service as under normal circumstances.

"You shouldn't be able to notice the difference. We have a great emergency preparedness in CPH that daily takes care of things. However, when irregular situations occur, we have been able to see the need for extra help. We have that now," declares Morten Lyngbæk.

#### HAS ALREADY BEEN IN ACTION

In fact, the Special Care Team was already in action for the first time during a strike in February. Due to work stoppages, there were a great many passengers in the Transfer center, and, therefore, the team was notified to come down immediately

and help with queue control and passenger care. Chocolate and water were handed out, and both handlers and the airlines subsequently applauded the initiative", says Morten Lyngbæk.

"They told us that they could see a difference compared to previous situations, and that in itself is a huge success."

One of the employees chosen for the team is Rikke Christensen, Category

**»When irregular situations occur, we have been able to see the need for extra help. We have that now.«**

Coordinator for Food & Beverage, Convenience. She was not present during the strike earlier this year but is looking forward to giving a helping hand when a similar situation arises. "Obviously it's a terrible situation, and I would prefer it not to happen. But when it actually occurs, I think it's cool to be able to step forward and help instead of sitting



at a distance and observing," she explains.

For her, it is partly about being able to provide service for passengers and, equally important, being there for your customers, the units in CASC.

"If we do well, they still have sales during the irregular operations, and that is actually the most important thing for me.

#### ABOUT THE APP:

The team receives a message via the app, a message they have to accept if they are able to participate. In this way, they know where to meet. The app is also used to assign employees the tasks to be taken care of; and you can ask questions to the Duty Manager, who coordinates the initiative, and find answers to questions that passengers often ask.



# RECORD-BREAKING BOOK SALES IN WHSMITH

*At a time when the book market is pressured by digitization, decline, and store closures, SSP and WHSmith have managed to sharply increase their sales of books. Connect asked Tina Grønbech, manager in SSP, how they have managed to do this.*

#### How much have book sales actually increased?

Now, our book sales are growing exceptionally, seen in relation to the rest of the market. Compared to last season, we have seen an average increase of roughly 20 percent during the past six months. At some point last summer, we changed our strategy, purchasing, and presentation of the books, and this paid off.

#### What were your thoughts concerning this project?

"Basically, everything depends on the presentation, the selection, and giving more than expected. In this context, the book you didn't know you wanted is right in front of you and is reasonably priced, perhaps even on sale. In addition, the book you read about earlier that day or

heard about on the news is likewise attractively presented for you when you enter one of our four stores Airside."

#### What have you done concretely to increase sales?

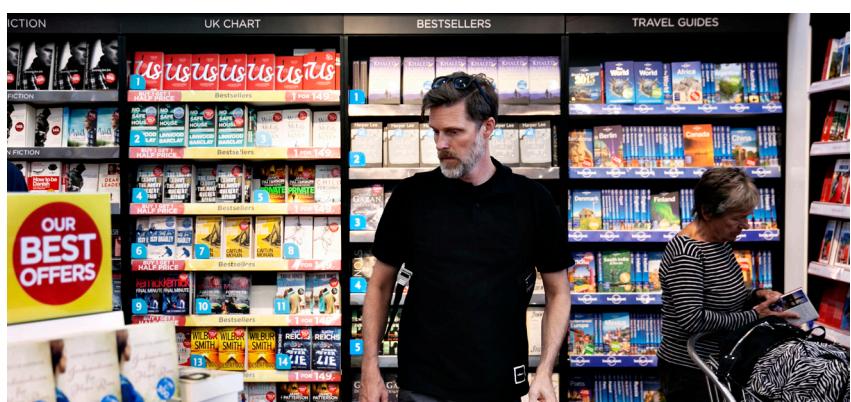
We have read the market, placed our orders 'with a steady hand' – and in great numbers in order to get a better price for everyone. We have especially challenged publishers and distributors, but we have also made great efforts to tell them about WHS and SSP, who we are, and the potential here. Everyone knows about our stores, you see, because they visit us privately while traveling. However, not many people have considered the underlying psychology and the procedures out here – for instance, the fact that a season is 'upside down' compared to the rest of the book world. This discussion has been very rewarding – but also time consuming.

#### Do you have any good advice to others in a similar situation?

"Believe in it, act on your enthusiasm, and work hard for it. Nothing happens of itself. Last but not least, a daily follow-up and analysis of the selected focus areas are important."

#### Where should you exercise caution?

Listen to and read the market. Learn to know the different seasons. Think everything through before you act."



# FORMER RESTAURANT ENTREPRENEUR NEW MANAGER FOR F&B



**36-year old John Lungstrøm Khan has just started as new Category Manager for Food & Beverage, Convenience in Airport Sales. He has previously established and operated a number of restaurants here and abroad, but he is now looking forward to working directly towards making CPH's food profile even stronger. Connect met him for a chat about the past, future, and expectations.**

**What did you do before you became Category Manager in Airport Sales?**

"I was General Manager at Sticks 'N' Sushi. I was there for a year, most of the time as daily manager of the Nansensgade branch. Before that, I operated and opened restaurants in Denmark, for instance Nyhavn 17, where I managed to increase sales by 40 percent; and the French bistro Jean Claude in Østerbro, which I built up from scratch in less than four weeks. In addition, I also spent a couple of years as manager of small places in Australia and Japan."

**Why did you think the job at CPH was interesting?**

"Because I will be able to make a difference in Copenhagen Airport. I will have the opportunity here to draw on my experience, and all my skills will be put to the test. I believe that it is healthy for all of us, occasionally, to place ourselves in situations outside of our comfort zones; and this job differs markedly from other things I have done. Previously, I operated a couple of restaurants at a time; now, together with some competent concessionaires, I will be managing around 40 units that are very different from each other. It's going to be exciting."

**What thoughts do you have on the work you are about to begin?**

My greatest focus now is on what the Airport will look like in two-five years. There are many passenger- and trend analyses with which I have to familiarize myself. I must visit various European airports and observe how they do things in other places, and then I must ask myself: "How can we do this even better?" I have come here with a single purpose: to make CPH even better in Food & Beverage and Convenience than it is

now. This is a high ambition because right now, of course, we have a high level. However, very soon, there will be many more passengers, and we have to be able to keep up and be as strong as possible. I will do my very best to make sure that CPH keeps its high standard."

**What do you most look forward to begin doing?**

"Right now, we are working on projects that my predecessor began. This is exciting, but I'm really looking forward to seeing my own projects bearing fruit and to following them from start to finish."

**What will be the biggest challenge?**

"It will be mastering all the routines, departments, employees, business partners, analyses and knowledge of other airports. I have started here at a time when a great many things are about to happen. My challenge, then, is to get things done as rapidly as possible but in keeping with the existing quality and routines. The area I have to familiarize myself with is huge, and the work is more administrative than I am used to. In addition, I have to learn what people mean when they say 'The Orange', 'The Rotunda', or 'The Streetcar'. There is a quite special airport jargon out here that I have to learn. So it is good to be at a supportive workplace; and I've never worked anywhere before with such competent people as there are here."

**What can the units in CASC expect with you at the helm?**

"They can expect that I am familiar with their operations, that I understand problems can arise, and that things cannot necessarily be changed immediately. In addition, they can expect all the help and coaching

**KORT OM JOHN**

**Age:** 36

**Education:** high-school ( Danish gymnasium), manager training at HRS

**Previous employment:** Park, Apropos, Berardos (Aus), Sails (Aus), Tableaux (JPN), Nyhavn17, Sticks 'N' Sushi.

**To learn a little more about John, Connect asked him to complete five sentences.**

**»My colleagues will probably soon discover that I ...**

... do not follow sports and X-Factor.«

**»On the other hand, they can look forward to the fact that I ...**

... nevertheless accept any sports or karaoke challenge.«

**»I will never learn to ...**

... 'make do', but always pursue the best-case scenario. Sometimes I should be better, though, at just playing it safe instead of going after the big one.«

**»When I'm not at work, you can find me ...**

... in the sun with my family or at the bottom of the sea with a harpoon.«

**»Not many people know this, but ...**

... I was the highest scoring Sony's smile-o-meter in Sony Explora Science, Odaiba, Tokyo. «

they need, together with clear statements. At the same time, they will gain certainty that mixed brands will raise the standard, which gives increased sales to everyone. By this, I mean that I will not place stores in the same category too close to each other, thus avoiding cannibalism. What I stand for is this: providing the best possible product with the highest possible quality and the best possible service. Therefore, I am also looking forward to ensuring continued progress for the world's best Food and Beverage Offer in an airport."

**What is most important for you in your new job?**

"That both CPH and I are in constant development."



# FROM STATIC EXHIBITION TO INVOLVEMENT EXPERIENCES

*From mid-June, the center-window by WHSmith was rebuilt as a mini pop-up store. Keywords here are simplicity and involvement shopping experiences.*

There are not many square meters in the old center window by WHSmith, just enough to accommodate a store: a miniature pop-up store. This requires, though, a certain amount of creativity and user involvement if the store is to be a success, explains Christian Richardt Brewaeys, Category Manager from Airport Sales.

"Precisely because there is no floor space, we need to think out of the box and focus on single products. The goal is to give passengers a better experience and involve them more than can be done with a static

**» The goal is to give passengers a better experience and involve them more than can be done with a static display window.«**

display window," he says, and points out that user involvement can be, for instance, tastings, new digital solutions, and creative use of the minimal space.

"If a brand that sells shirts comes in, they could, for example, have customers try on the shirts digitally. That is, there could be a screen functioning as a mirror but which could also change the shirt's colour while you are trying it on. It's no use thinking that there is room for a huge selection; you have to meet the challenges creatively. This is the kind of thinking we are working with."

#### WONDER BERRY AS FIRST PRODUCT

However, the most important thing is that travellers are inspired 'right here and right now'. You should feel drawn to the brands occupying the store, and they have to appeal to people's spontaneity, explains Christian Brewaeys.

Precisely for this reason, the young men behind the hyped brand acaiai were chosen to be the first to move into the new unit. They have a special talent for meeting customers with their curds and smoothies based on the South American wonder berry called acaiai.

"They have an interesting product in relation to our passengers, and they are super good at involving people

passing by. They already have loyal customers in Magasin, Illum, and in Torvehallerne."

Each brand has around three months in the store, at which time a new brand moves in. In that way there will automatically be a good flow, he points out.

"We decided that it should be a pop-up store precisely because it creates renewal – even for frequent travellers. It creates diversity in our selection, and we have the opportunity to be first movers in certain areas."

Christian Brewaeys will not yet reveal who will be taking over the little store after acaiai, but he does guarantee one thing:

"It will be full of life and full of surprises."

#### FACTS

The acaiai berry (pronounced a-sigh-ee) grows on a palm in the Amazon, and is known for its remarkable effects on our health. It contains over double as many antioxidants as blueberries (bilberries, huckleberries), and in addition is rich in both vitamins and minerals as well as omega-3 and -9 fatty acids. A combination that, among other things, strengthens our immune system, increases weight loss, gives an instant energy boost, prevents ageing of the skin, and decreases cholesterol.