



Airports & Air Navigation User Charges Workshop

SAUDI AIR NAVIGATION SERVICES (SANS)
Customer & Stakeholder Management

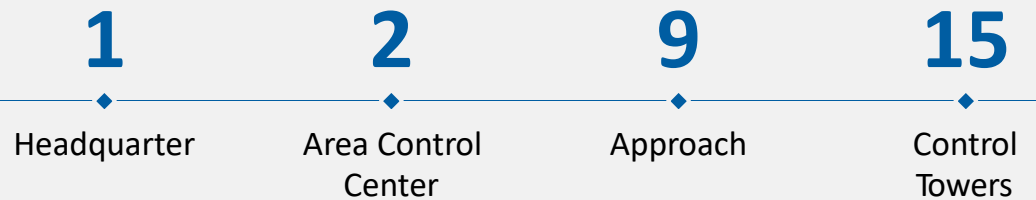
28/11/2018



ANS Services & Business Over

Air Traffic Services

- 1 Aerodrome Control Service (TWR)
- 2 Approach Control Service (APP)
- 3 Area en-route Control Service (ACC)
- 4 Aeronautical Flight Information Service (AFIS)
- 5 Search and Rescue
- 6 AFTN (Aeronautical fixed telecommunication network)



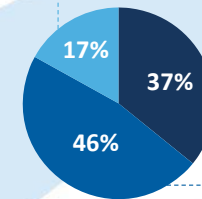
702,770

Flights Handled



Overflight

119,468



Domestic

260,004

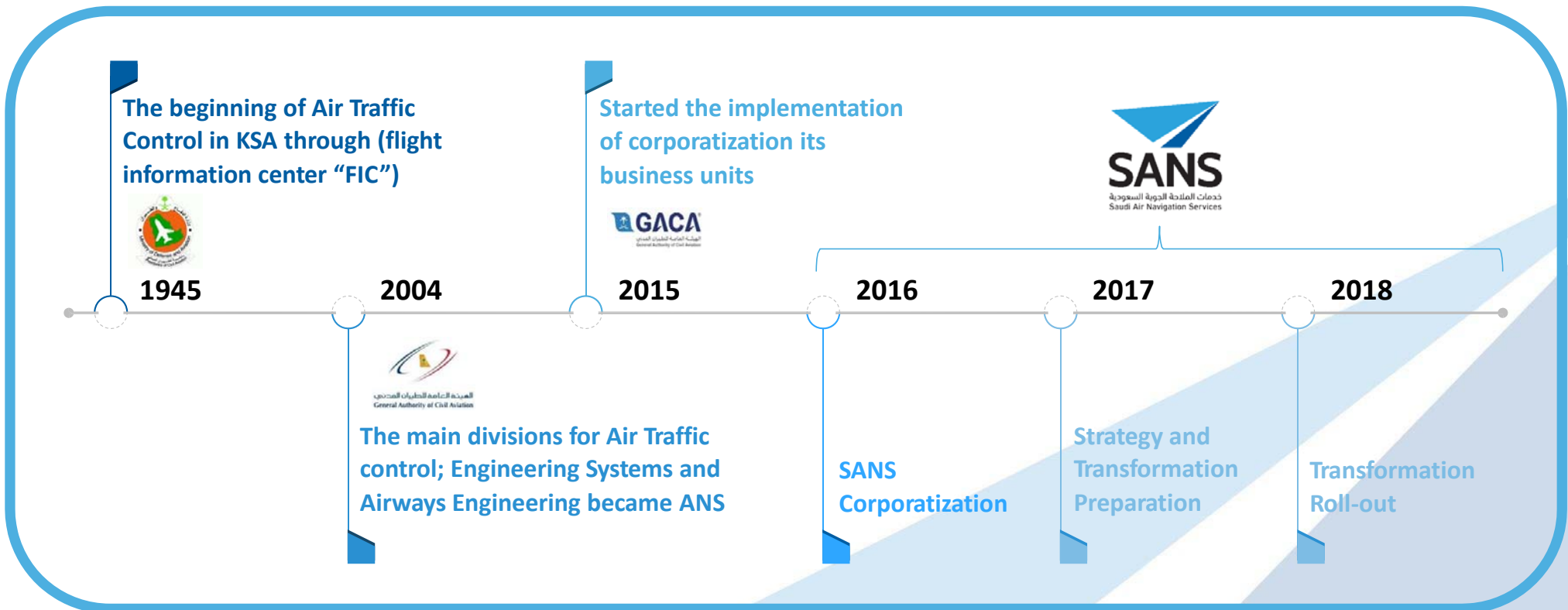
International

323,298

Type of Flights Handled



til recently ANS in Saudi was public sector



SANS developed a new transformational strategy to cope with local and regional growth as well as the on-going global trends



LOCAL GROWTH



- 83% of Umrah pilgrims arrive via air outlets.
- Target of 15 million Umrah pilgrims by 2020 and 30 million by 2030
- Expected average annual growth of Saudi air transport market by 4.1%



REGIONAL GROWTH

- Middle-East has the highest annual passengers growth rate 11.8% (2016)
- Market size is expected to increase by 244 million passengers by 2035

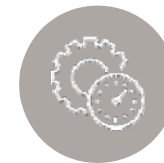
GLOBAL TRENDS



Digitization



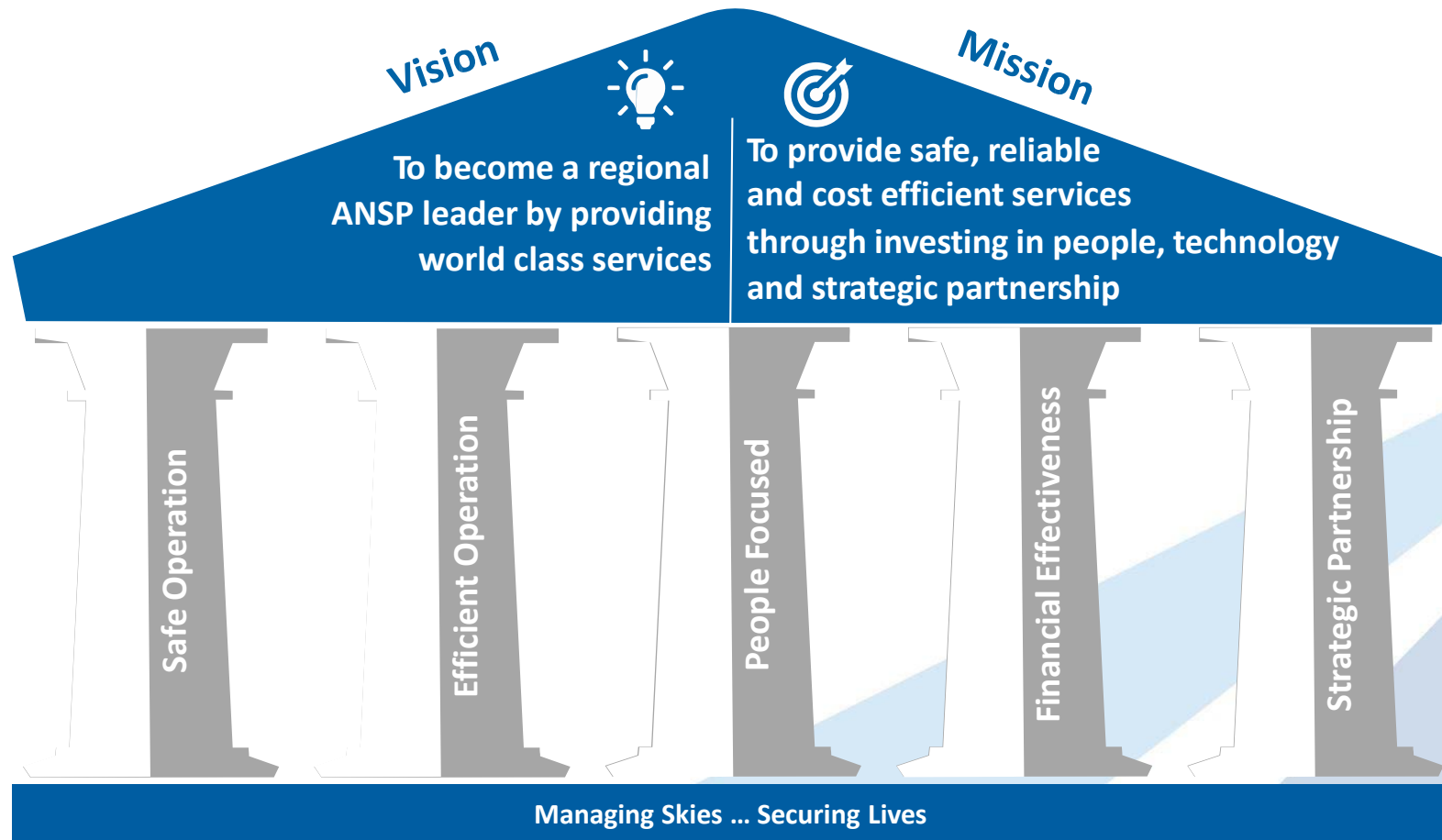
Efficiency



Optimization

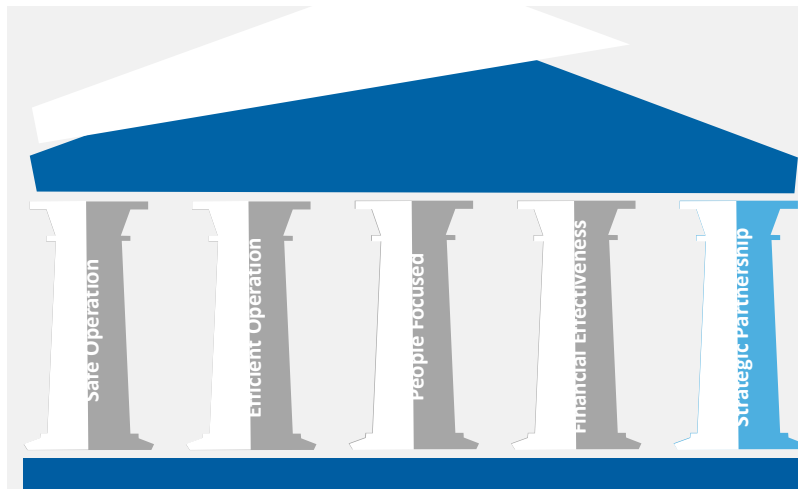


a result of corporatization a strategy
to provide clear direction for the futur





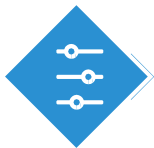
SANS believes its success is derived by the relationships y forge with strategic partners



This strategic pillar has two main objectives that drive our focus...



- Enhancing customer alignment
- Building joint value relationship with key stakeholders



The leadership in SANS considered multiple inputs to identify the next steps

Requirements for Corporatization

Organizational assessment

Study of ICAO recommendations

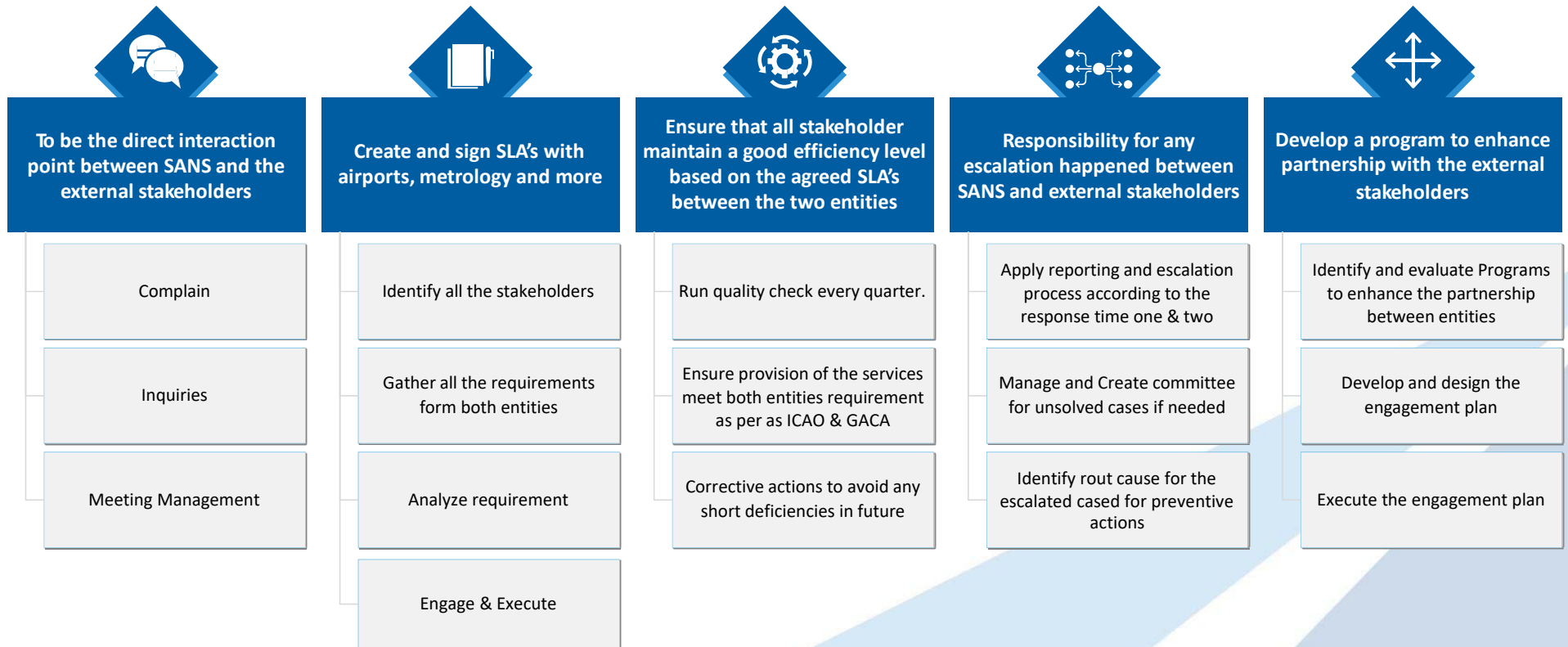
Benchmarking for best practices globally



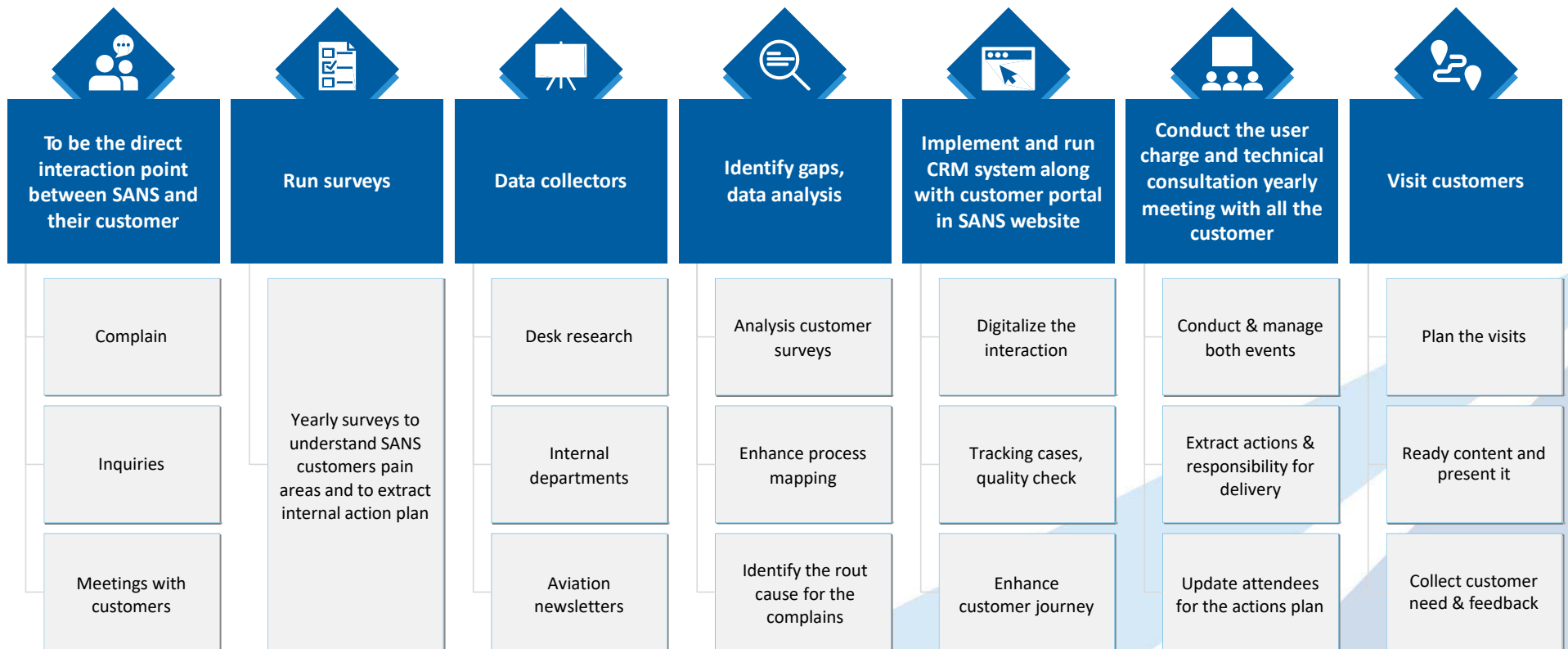
As a result of the studies and assessment SANS established the Customer and Stakeholder Management (CSM) department

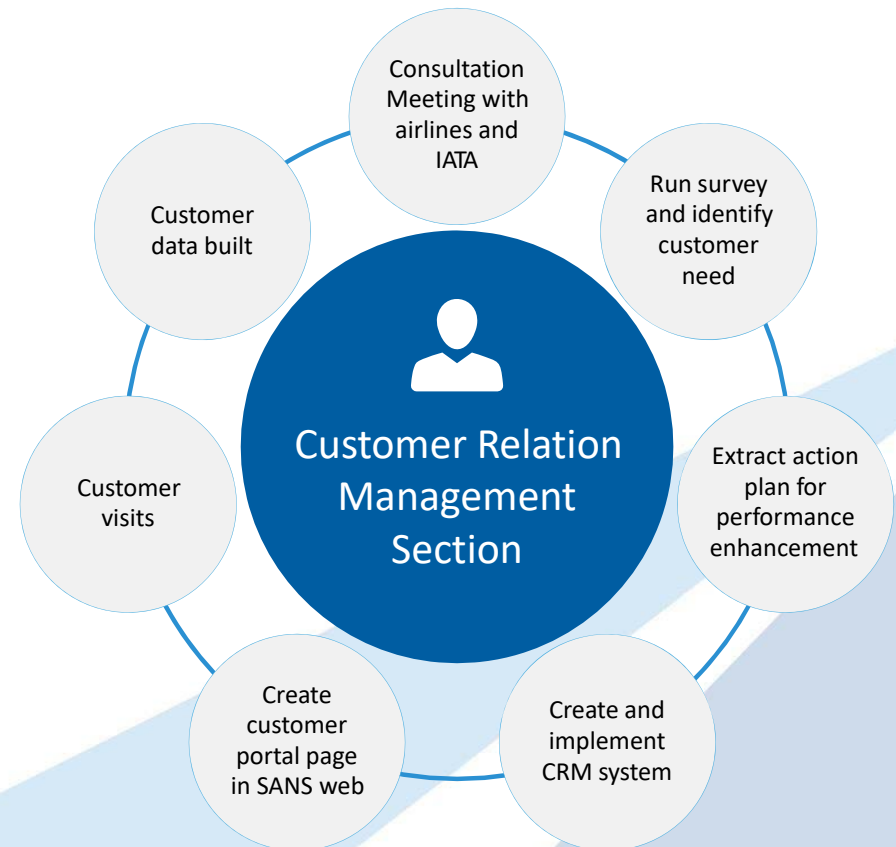


Section of External Stakeholders



Section of Customers Relation Man





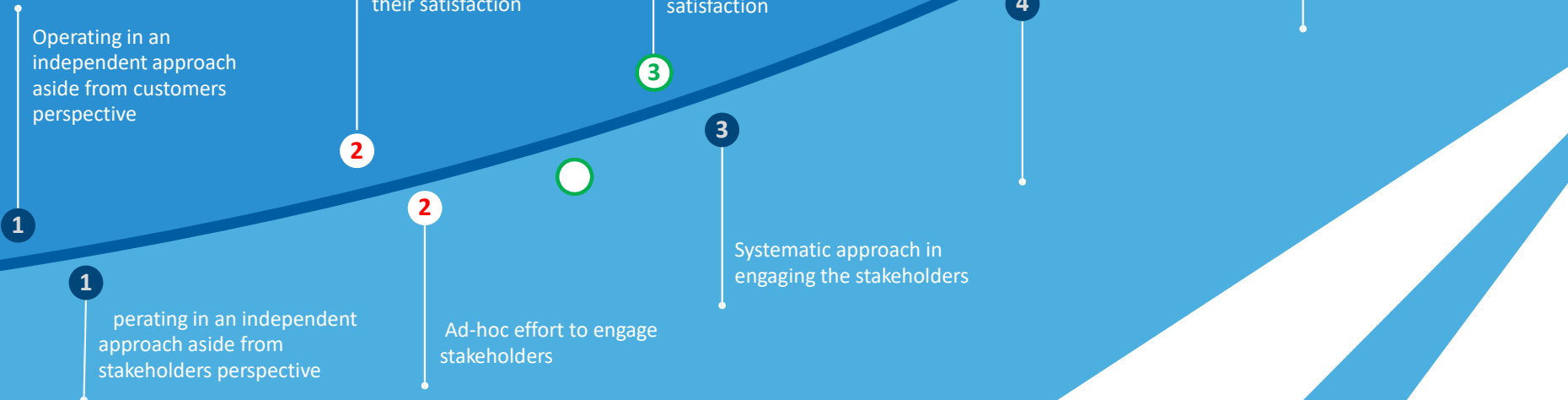


Defining maturity level in CSM department is key to drive continuous improvement year on year



- 2020
- 2019
- 2018
- 2017

Enhance customers alignment & satisfaction





CRM Implementation Journey



How SANS can become more customer focus and moving towards digitization?

Create a proper interaction point between SANS & out side entities, by doing the following



Implement CRM system backend



Implement customer portal in SANS web



Reduce the process mapping for the customer journey

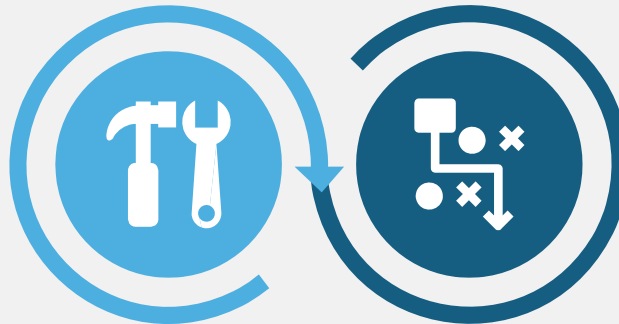


Analyze data



Develop enhancement strategy

Implement the CRM system



GTM strategy for CRM system



TM plan contain seven different steps lead to a strong and proper utilization for the CRM system





Questions?

THANK YOU

