

PASSENGER TERMINALWORLD

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cardiff airport and aviavox improve terminal announcements

Cardiff Airport has set up a new partnership with Netherlands-based company AviaVox, which will change the way announcements will be heard in the terminal from the end of December 2010. The AviaVox system will provide intelligent artificial voice announcements to passengers awaiting information and flight calls in the terminal building. One notable feature of the AviaVox solution is

that many of the announcements will be delivered in Welsh and in English.

Cardiff Airport, in South Wales, handled over 1.6 million passengers in 2009 and is the second airport owned by TBI abertis. It is also the fifth UK customer to sign up for the AviaVox automated announcement system for its flight related announcements.

AviaVox's unique phoneme technology enables a remarkably high level of guaranteed natural speech in many languages. The quality is unique and is indistinguishable from a human voice. The system greatly improves communication between the airport and its passengers, and the Airline-Gate-Client has been shown to considerably increase the efficiency of the boarding process. Its effectiveness supports a 'silent airport' policy, creating a less hectic, more professional environment.

The introduction of this system will enable customer services agents, who currently make all announcements, to focus on the customer experience at the airport. Ad hoc announcements will

continue to be made by the agents as necessity demands.

Margaret James, Cardiff Airport's contracts and quality manager, said of the new partnership: "We're looking forward to working with AviaVox and having the new automated system in the terminal. The new technology will improve the quality of the announcements and enhance the service we offer to our passengers.

"With the new system in place, the airport's customer services agents will have more time to continue with day-to-day duties such as assisting passengers with any queries and ensuring quality and customer services standards are kept high in all areas of the terminal."

The majority of the work will be completed by the end of 2010, and the final stage of installation to automate all boarding announcements is set to be completed by the end of January 2011.

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