



# Putting Customers First to Enhance Parking at Wichita Airport

## Parking & Transportation



Wichita Dwight D. Eisenhower National Airport (ICT) is a fast-growing regional airport and parking is a central element of the passenger experience. As the airport grows and modernizes, ABM has been there every step of the way.

### CHALLENGE

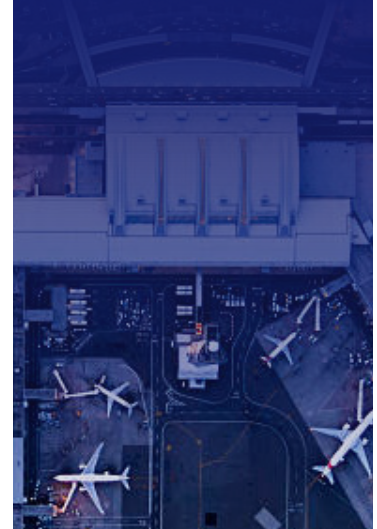
Wichita Dwight D. Eisenhower National Airport (ICT) doesn't have the same type of offsite parking competition as many other airports. Instead, passengers often choose to depart from nearby airports or to use ridesharing apps. As part of ICT's efforts to attract more passengers and improve the airport experience, its leadership sought out a parking provider that could provide exceptional service and support.

### Quick Stats

Largest, busiest  
airport in *Kansas*

*#3* in USA Today's 10 Best  
Small Airports 2020

Completed a \$200M  
renovation in 2015,  
including a \$40M  
parking facility





## SOLUTION

ABM has provided parking and shuttle services to ICT for more than 20 years. The contract includes dedicated onsite management and accounting as well as customer service representatives and shuttle drivers. ABM has also provided consultative support on operational issues, such as the construction and layout of new parking facilities and marketing tactics to attract new customers.

One of the most impactful solutions that ABM provided was conducting a focus group to identify common customer pain points and strategies to address them. Some of these solutions include:

- Improved signage to ease navigation challenges in a newly built parking garage
- Better promotion of the value of ICT's parking, such as its convenience, new facilities, safety, and cleanliness
- Implementation of a loyalty program for frequent parkers, which provides them with free and discounted services
- Reservation program that allows customers to reserve in advance

Because of the fast growth of the airport, modernization and future-proofing are important initiatives for ICT. Two of the primary focus areas for the airport are revenue control systems and electric vehicle charging stations. To simplify the process of evaluating and onboarding new vendors, ABM has facilitated presentations with vetted EV charging and revenue control technology providers. ABM has also discussed ABM Vantage with ICT, which can centralize parking data into an integrated system.

## BENEFITS

As a trusted partner of more than two decades, ABM has helped ICT maintain high levels of service quality as its passenger counts have increased and its facilities have expanded.

- Positive results from the Frequent Parker Program, users totaling 1,400
- 5 years average team member tenure
- Positive feedback from focus groups enabled the airport to explore new marketing tactics and pricing structures.
- ICT doesn't have to use its own personnel or engage another vendor for ad-hoc services like snow removal, which ABM performs.



ABM helped ICT improve the parking experience and team member retention.

Find out how we can make it possible for you by calling **866.624.1520** or visiting **ABM.com**.