



THE SPECIFICITY OF THE RECIPIENT OF IT SERVICES – EXAMPLE OF AIRPORT

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Abstract: The paper concentrates on presenting the range of actions undertaken by the enterprise to fulfill the market niche by an IT company. The main goal of the researched enterprise is to create and sell the IT programs for the airports. The main idea of mentioned programs is to make the air traffic more efficient.

Keywords: airport, competition, infrastructure, IT services

History and legal form of Rzeszow-Jasionka Airport

Location and transport

Rzeszow-Jasionka International Airport is located 10 km from the center of the Rzeszow city. National road no. 9, the A4 motorway and express road no. 19 are located nearby. Rzeszow airport can be reached by adjusted bus lines whose timetable is adapted to aircraft scheduling and traveling comfort. Stop at the airport is located on the passenger terminal, in the center of Rzeszow in the vicinity of the bus station and the Central Railway Station. For the convenience of travelers Port does not charge parking fees. Rzeszow-Jasionka is very well located geographically. It has the largest number of flying days of the year, and the approach road is flat and there are no natural barriers.

Infrastructure

The airport is located on an area of over 650 hectares. Airport is equipped with navigational equipment and lighting (the system precision approach category I - ALPA-ATA system, visual glide slope indicator PAPI and ILS system, which allows precise approach. Airport systems allow for the adoption of aircraft equipped with appropriate systems, even in difficult weather conditions.

International Airport Rzeszow-Jasionka is farthest to the south-east airport in Poland. It gives it a chance to develop not only the airport but also the region. On May 8, 2012 the passenger service was transferred to the New Passenger Terminal, which as the most anticipated investment was opened after 15 months of

construction. Completion of the investment significantly changed the image of Rzeszow-Jasionka Airport. The new terminal plays a departure-arrival function, which supports the technical and commercial infrastructure. The new terminal consists of three floors above ground and one floor beneath the ground. New Terminal throughput currently is 720 passengers per hour. However, it allows passage of almost 1 400 passengers per hour, which translates into a maximum annual capacity of 1.8 million in the number of passengers a year¹.

Air Traffic Control Centre was established at the airport. The cost of the construction was PLN 24 million. This investment has been made by the Polish Air Navigation Services Agency². Formal completion of the air traffic control tower dates back to August 2, 2012. Control tower is equipped with the most modern air traffic control equipment. The tower began to operate on September 20, 2013.

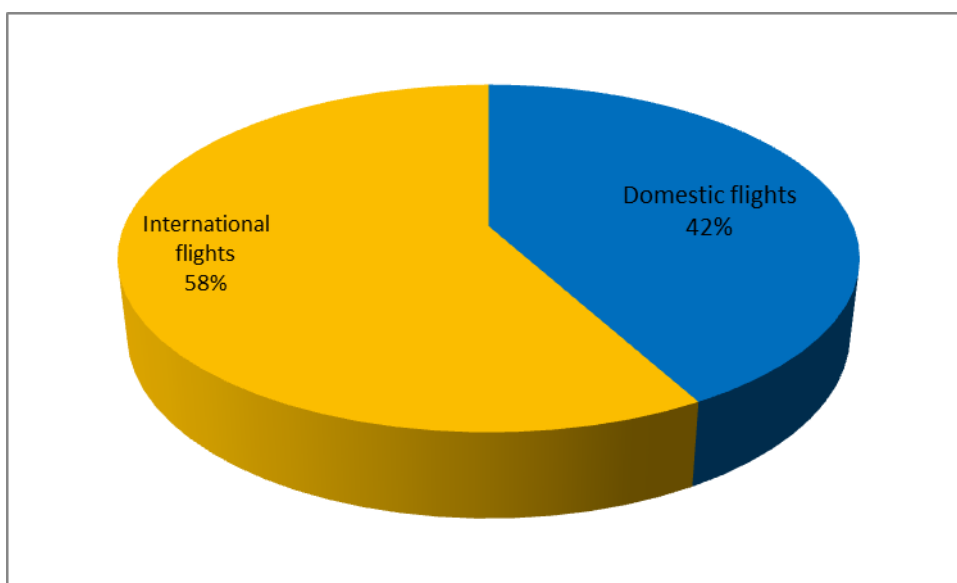


Figure 4. The structure of domestic and international flights

Source: Self-elaboration

Although the number of international connections (36) is much greater than the number of domestic connections, the number of flights (26) is not significantly higher. The number of domestic and international flights have been presented in figure 1.

The number of flights to various airports is shown in figure 2.

¹ <http://www.nowiny24.pl/apps/pbcs.dll/article?AID=/20120418/RZESZOW/120419522> (14.08.2014).

² http://www.pata.pl/?lang=_pl&opis=wi%EAcej&id_, (12.08.2014).

<http://stary.naszdziennik.pl/index.php?typ=po&dat=20090210&id=po46.txt> (12.08.2014).

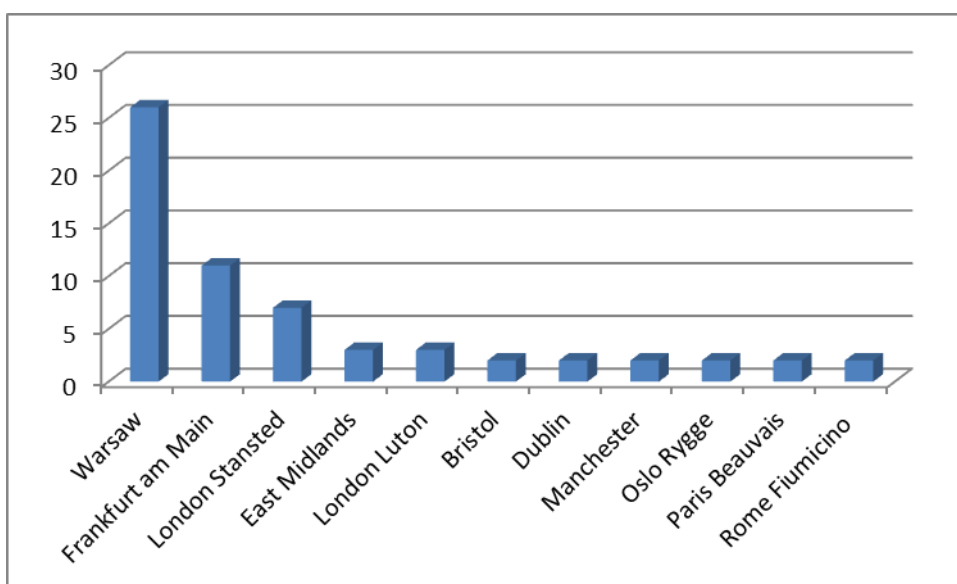


Figure 5. Number of flights to particular airports

Source: Self-elaboration

Percentage share of airlines is presented on the figure 3.

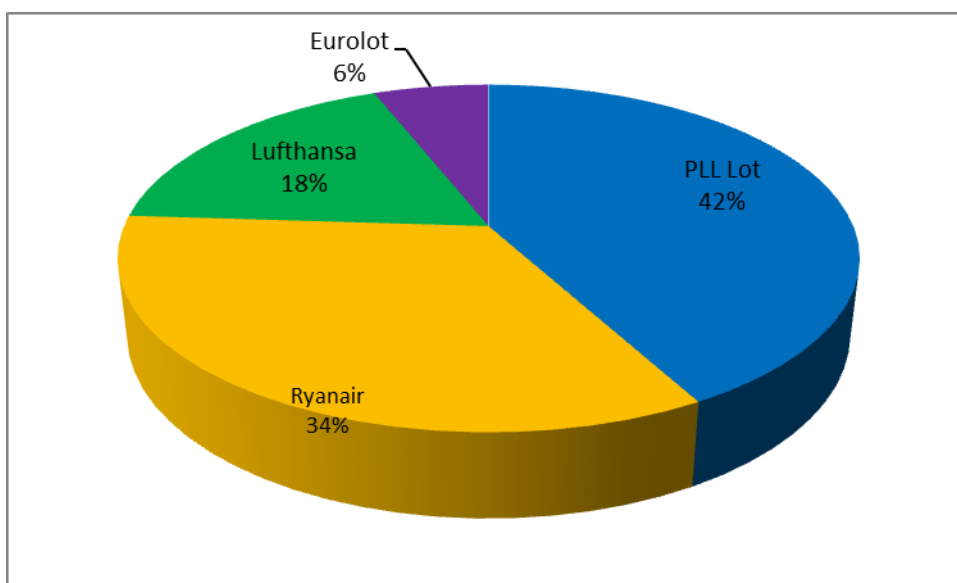


Figure 6. Share of airlines in the number of flights

Source: Self-elaboration

Dynamics of flight operations is illustrated on the figure 4.

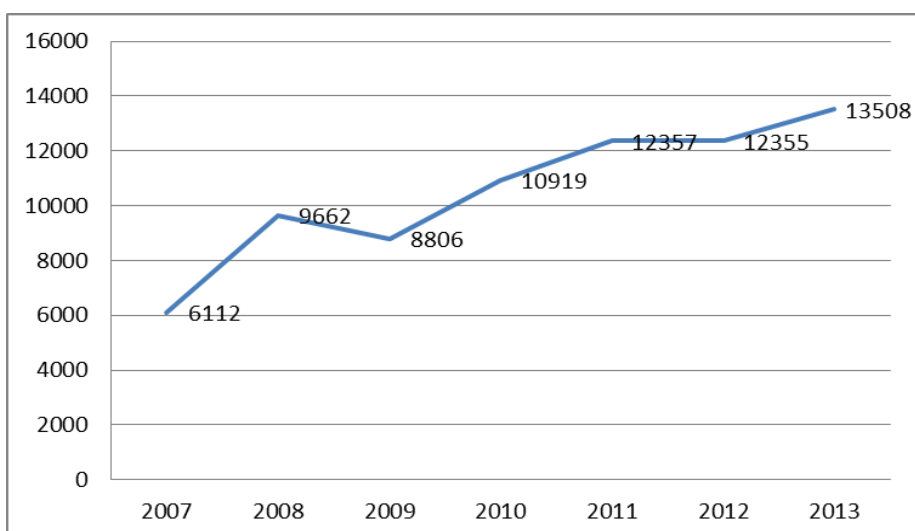


Figure 7. Number of flight operations between 2007-2013

Source: Self-elaboration

The development of international airport in Rzeszow can be also observed by studying the number of passengers that the airport served. In 2007, the number varied between four and six hundred passengers in the month. Starting with four hundred people in the winter months to six hundred in the period from spring to autumn, where the peak came in for the holiday season. The number of passengers traveling in certain months can be found in a figure 5.

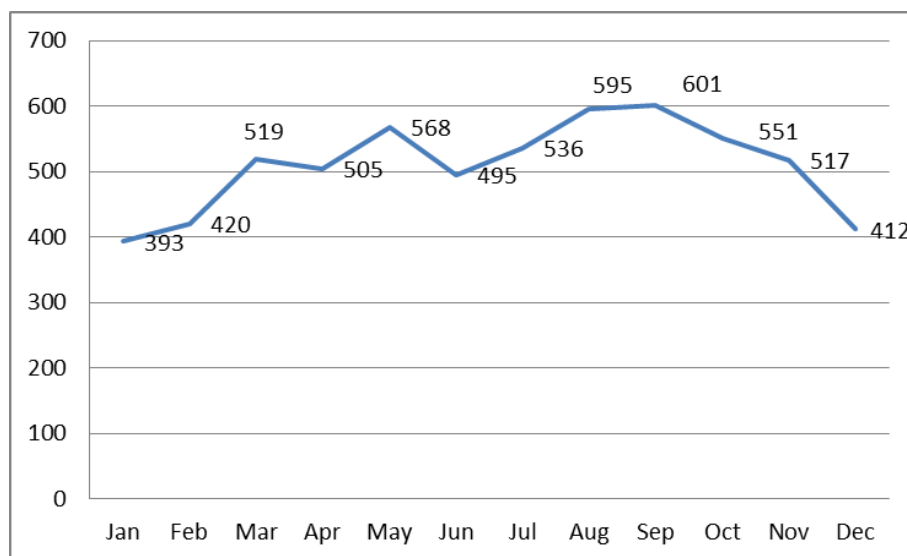


Figure 8. Number of passengers in 2007

Source: Self-elaboration

The specificity of the offer for the airport-efficient rules for personal sale

According to legal regulations, each new software, and especially the one introducing innovative solutions has to be approved³, which forces the IT companies to develop knowledge of rules and laws concerning Airports and Civil Aviation. It requires also specialized measures of personal selling - convincing policy-makers (showing the benefits - reduction of expenses) to take the effort to obtain the consent of the President of the Civil Aviation Authority to make changes in the computer system. Each introduced software for airport must meet and must be based on safety requirements applicable to all Airports, which, due to their specificity are subject to specific safety conditions, which are referred in the Polish, EU and international regulations. Events in the US in 2001 tightened safety requirements for airports and air traffic. Moving around the separated Airport areas requires permits and detailed control every time a person enters the airport. All these restrictions hinder getting knowledge of issues related to the operations and problems of airports. Obtaining permission to enter the so-called "sterile zone" requires from an IT company representative extraordinary interpersonal skills and activities based on recommendations. Very often, in the case of a helpdesk service, specialists must have access to the airport servers, and it requires a constant pass, which is issued after such person's criminal record is checked and personal control in each case, the list of tools brought to the safety zone, skills, behavior and movement in an isolated area. Airport is a special place when it comes to safety requirements, one can not take a shortcut or bypass procedures, and thus acquiring knowledge on the functioning of airports, information systems in use, its modernity and functionality, which is the basis for further improvements need to be based on confidence supported by formal prerequisites.

The choice of alternative solutions

Representative who knows the needs of the client should provide him a specific offer or product. However, it is worth to prepare alternative solution, because usually a representative has the opportunity to meet customer needs in several ways. Limited choice of actions can result in the resignation of the purchase of goods. Note, however, that the choice should not be too large otherwise it may cause decision trouble, i.e. decision puzzle. Three is considered as the magic

³ The draft Regulation of the Minister of Transport, Construction and Maritime Economy on the approval of procedures and changes in functional systems defines the administrative procedure for the information provided to the President of the Civil Aviation Authority on planned changes to functional systems, referred to in the above Regulation No 1034/2011, by the persons referred to in art. 128b, paragraph 1 of the Act - Aviation Law. It has been settled that the transfer of this information will be in writing and will follow after the determination of schedule changes by the entity indicated in the Act. It was agreed that the President of the Civil Aviation Authority may request additional data, if on the basis of previously provided information it is not possible to determine the impact of changes on the security of functional systems.

number in sale. This gives sufficient number to choose from and does not cause the decision-making inertia⁴.

Price

Keep in mind that the first given by a representative price is the price to which the customer will refer. Therefore, it is good to begin with a higher price because it is easier to adapt to the client's portfolio down than up. Contrast rule works here. This means that with respect to the first price the customer will have a sense of savings. If possible, the price should be given at the end of the presentation. The idea is to provide a product or service in such a positive way that when prices are shown, the client is already convinced of its value and the benefits that flow from its purchase⁵.

Flexibility

The aim of the presentation is not to show all the features and benefits of the product, or service, but to focus on what is beneficial to the customer concerned. Be careful not to fall into a rut. Do not convince the customer to what it really is not interesting or is completely unsuitable, and only distracts the customer from the crucial points⁶.

Competition is ... a friend

When a client asks for the competition, the representative should answer that competition has good offer, but customers choose solution to his company because it has unique qualities that distinguish its product or service from the competition⁷.

Submitting only real promises

Representative can not promise something he can not do. Often it happens that the credibility that is difficult to earn, can be lost in not important matters. This can determine whether the customer decides to choose offer of the representative, or another company. The representative should be fully trustworthy, and should keep their promises even in the smallest matters⁸.

Client's reservations - the way to continue to seek solutions.

Regardless of how well a representative will lead the presentation and recognize the needs of the customer, he can always face his objections. During the presentation, the client wonders and may have questions or concerns.

⁴ J. Gut, W. Haman, *Handlowanie to gra*, Helion, Gliwice 1999, p. 98.

⁵ Ibidem.

⁶ Ibidem.

⁷ Ibidem.

⁸ Ibidem.

Representative can not ignore them. He should answer all questions of the customer⁹.

Bermuda Triangle Method

Bermuda triangle method is based on careful listening to all reservations of client. It is also important to show the customer interest, no matter how absurd he is in his allegations. Customer must feel listened to, must have also feel that the representative is on his side. The customer must show understanding of his emotions, even if the representative disagrees with him. It is a question of understanding the genesis of the reservation. In this regard, representative must ask the right questions, so that the client opens up before him and reveals the real reason for the complaint. The sale will end only if all doubts and objections are explained and solved. Skillful dealing with complaints is nothing else but a preparation for the finalization of a positive meeting¹⁰.

Other ways to counter the claims of the customer:

- Indirect negation - means to virtually agree with the client and then to counter-acting allegations "yes ... but ..."
- bumerang - is transforming objections to the cause, so as to speed up the decision to purchase,
- compensation method is to present the best point of the offer, as a counter to the objections¹¹.

IT services for airports

"In the pervasive atmosphere of economic crisis and chaos in the market of air operations, decision-makers should refer to the IT technology as a broad-based tool to achieve favorable economic results of port operations and for the rise of competitiveness in an increasingly difficult market of operating passenger and freight flights"¹². Improving economic efficiency of airports is possible to achieve through a reduction in operating costs, not forgetting to increase the quality of passenger service (individual and freight).

Nati Gate system was introduced in Rzeszow airport in 2013. Its aim is to increase safety during ticket and passport check by controlling passengers allowed into the security zone. Ultimately, it is designed to replace a man in the process of passenger identification. In the implementation of the Nati Gate system, the most important issue is the fact that while the level of safety is increased, the time of check-in remains unchanged. An important element of the Nati Gate system is a possibility of elimination of human error as a result of negligence, lack of technical possibilities, or a worse day of the person responsible for the clearance, impaired concentration, and also disease. The system has no worse days, regardless of the weather.

⁹ Ibidem.

¹⁰ Ibidem.

¹¹ G. Kaser, *Training International*, Glarus, Krakow 1995, p. 146.

¹² R. Rymer, *Lotnisko pl.*, Sygnity, 2012, p. 1.

After implementing the Nati Gate system at the International Airport Rzeszow-Jasionka it turned out that significantly more signals that unauthorized persons wanted to get to the safety zone have been reported. If a passenger is for example on the list of dangerous people, the system will immediately report such information to the sterile zone service. The service has the ability to react, e.g. in the form of increased, more precise control of such passenger. It may even require personal control. This approach allowed for an increased level of security. System solutions also offer unique functionality of real-time information about the number of passengers of individual departures, which have passed through the security check at the time. It is also possible to check the hour of a passenger check-in. This can help, for example in case of theft. Service checks what time passengers passed the ccheck-in and exclude from the circle of suspects passengers who did it after the theft. This greatly reduces the amount of non-suspects, consequently, the time to resolve the case. So, indirectly, the system also affects the punctuality of passenger traffic. Cooperation with automatic gates significantly accelerates passenger service and reduces its costs by reducing the number of employees needed to handle the passengers. Ultimately, the system will be completely maintenance-free.

Everything that happens from the first contact with the customer, to ongoing technical support represents a whole process of sale - personal selling focused on identifying and satisfying customer needs, supported by high-quality, specialized after-sales service. The ability to identify and create customer needs and find solutions that satisfy those needs is important. In contrast to traditional retail, discussed sales process does not end when the contract is signed. In the case of software, only then the process really begins. Since the signing of the contract requires a continuous contact with the customer. When creating software client shall make any comments as to its operation and functionality. These changes are introduced, even if it completely changes the initial findings as to the functionality of the software.

In order to build long-term relationships with customers, after-sales service is very important. In the case of software, after-sales service is associated with constant contact of customer with technical support. When it comes to software dedicated for airports it is of strategic importance. This kind of niche activity, carries a very big chance:

- high specialization "sewing tailored programs",
- the opportunity to learn the whole market, to achieve market leadership.
- This is also connected with many dangers:
- in the case of customer dissatisfaction with a product or service, information about the unfairness of the company very quickly reaches all existing and potential customers,
- very limited market

Conclusions

However, in an era of continuous development of airports, new technologies, increasing needs, the need for, among others, increased security and improved passenger service, the demand for such specialized services will continue to grow.

Literature

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SPECYFIKA ODBIORCY USŁUG IT – PRZYKŁAD LOTNISKA

Streszczenie: W pracy skoncentrowano się na przedstawieniu zakresu działań podejmowanych przez przedsiębiorstwo z sektora IT w celu wypełnienia niszy rynkowej. Głównym zadaniem badanego przedsięwzięcia jest stworzenie i sprzedaż programów IT dla portów lotniczych. Główną ideą wymienionych programów jest, aby ruch lotniczy można było organizować w sposób bardziej wydajny.

Słowa kluczowe: infrastruktura, konkurencja, port lotniczy, usługi IT