



# PASSENGER JOURNEY MEETS CUSTOMER JOURNEY

ZERO DISTANCE TO YOUR PASSENGERS

T-Systems | June 2014

**T** · Systems ·

# AGENDA

- 1 ZERO DISTANCE TO THE CUSTOMERS
- 2 ECO SYSTEM AIRPORT AND IT TRENDS
- 3 PASSENGER JOURNEY MEETS CUSTOMER JOURNEY
- 4 DIGITAL AIRPORT RETAIL PLATFORM

**ZERO DISTANCE TO THE  
CUSTOMERS**

# THE ERA OF THE CUSTOMER HAS BEGUN

## MOBILITY

Do shopping at the airplane via app and receive the purchases after landing



## CUSTOMER LOYALTY

Interact with customers easier and efficiently at various customer touch points

**T** Systems



## CROSS CHANNEL SHOPPING EXPERIENCE



## ECO - SYSTEM AIRPORT

Excellent airport experience, smooth operations, ultimate shopping possibilities and direct flight connections

Almost half of the purchases in trade are done cashless,- a needed service at the airport

## PAYMENT



**ZERO DISTANCE  
WILL BECOME A  
CRUCIAL COMPETITIVE  
ADVANTAGE**

# NEED TO CHANGE

## MOVE SUCCESSFULLY INTO A DIGITAL WORLD

**Digitalization and networking** have radically impacted peoples live and business processes and areas as service, innovation management or social media

Customer expectations are raising: **Information, products and services have to be available everywhere at anytime**

Companies have to create a **superior customer experience** by drawing on a dynamic understanding of customer needs.

Establishing **fast and open processes**, tender a **personalized service and expect customer loyalty**.

Companies **acting “digitally clever”** leave their competitors way behind: They generate **more turnover** (+9 %), are significantly **more profitable** (+26 %) and have **higher company value** (+12 % on average)\*

Business success today depends on **ZERO DISTANCE** – the ability to break down the barriers of physical distance, time and content that stand between customers and business.

\*MIT Sloan cross-sector study „The Digital Advantage“, 2012.

# ECO SYSTEM AIRPORT

## UPCOMING ICT-TRENDS

**BY 2015  
SELF SERVICE  
WILL HAVE  
COME OF AGE**



**70%** passengers carry a smartphone now

**61%** of passengers want more „personalization“ before engaging more with mobile commerce

„Good Morning John, enjoy Complimentary beverages with all breakfasts in the Airport Lounge today“



**91%** of airlines believe that mobile apps and social media will become a dominant customer service channel

**50%** over 50% of airports/airlines have plans to implement transfer and self-boarding kiosks

**40%** Today 40% more passengers are using mobile boarding compared to 2010

By 2015, **90%** of airlines will offer mobile check-in

Today **74%** of passengers book through airline websites

**70%** of airline executives believe that mobile apps will be an equally dominant sales channel

**89%** of airlines will sell tickets via mobile apps by 2015

Quelle: \* SITA „Airport Trends Survey“, 2012.



# ECO SYSTEM AIRPORT

## UPCOMING ICT-TRENDS

**By 2015** Passenger interaction for Customer Services will be both mobile and social

**62%**

of passengers are active on social media today

**89%** of passengers want mobile flight updates, only **65%** do via social media

**70%** of airlines and **58%** of airports will implement flight status updates via social media



**9** out of **10** passengers want flight status info on mobiles, self-boarding and transfer kiosks

**By 2015** the Industry will have higher quality business intelligence

**80%** of airports and will be sharing data with airports  
**53%** of airlines will be sharing data with airlines

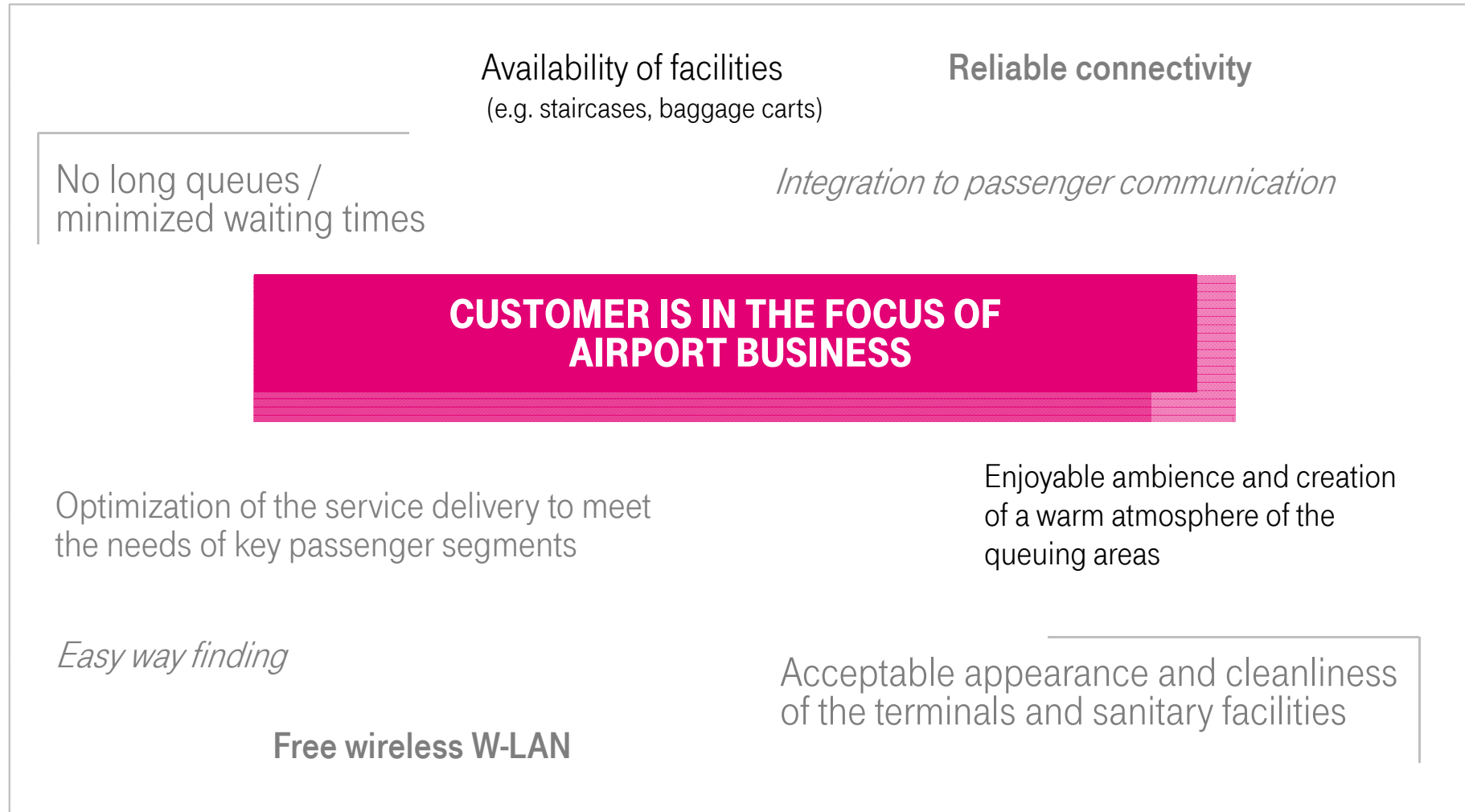
**80%** of airports/ airlines will invest in business intelligence solutions in the next 3 years

**55%** of passengers say **NO** to sharing personal data

Quelle: \* SITA „Airport Trends Survey“, 2012.

# CUSTOMER EXPERIENCE AT THE AIRPORT

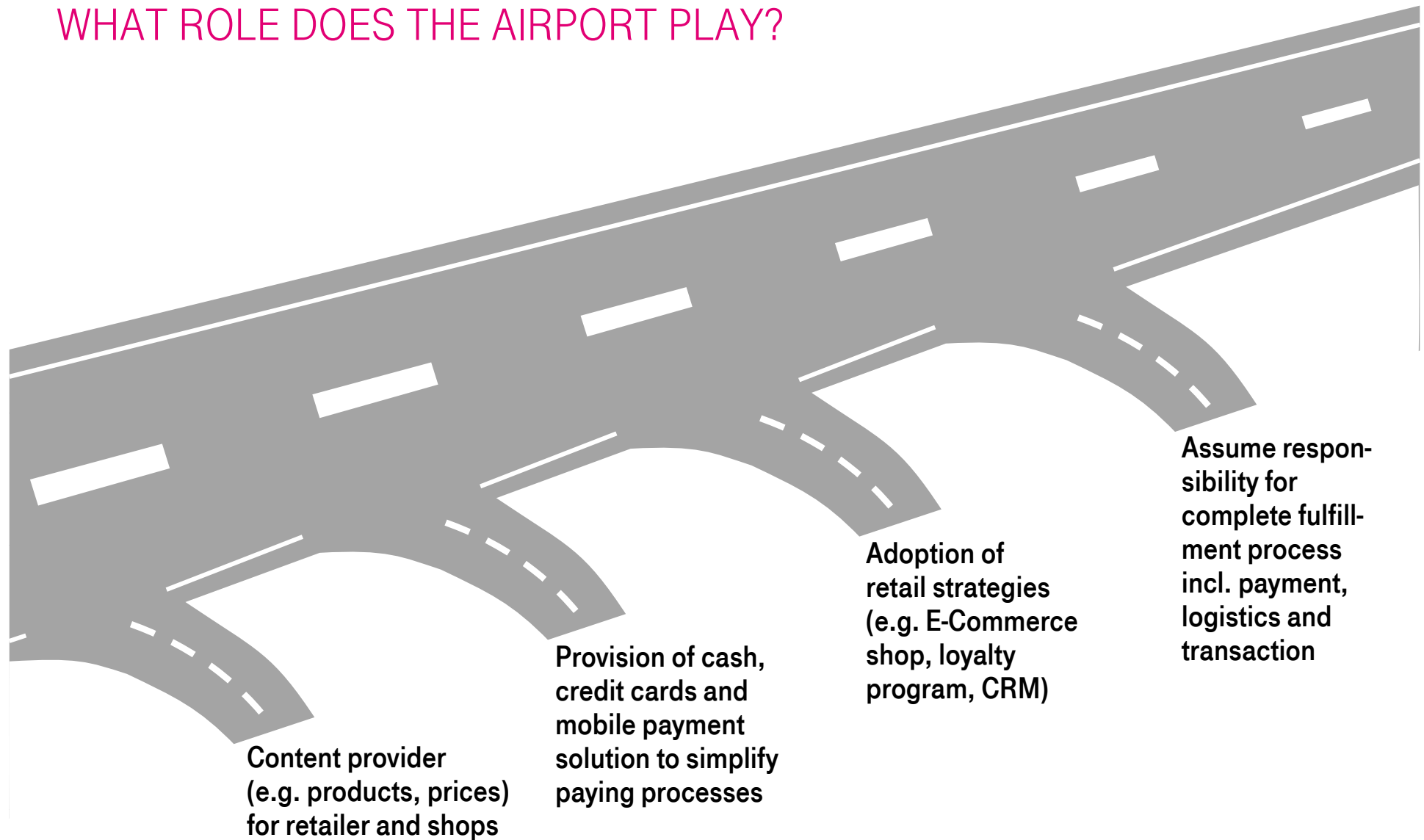
## STATUS QUO





# TRANSFORMATION TO DIGITAL AIRPORT ECO SYSTEM

WHAT ROLE DOES THE AIRPORT PLAY?



# BUT THERE ARE SOME TYPICAL RETAIL CHALLENGES FOR AIRPORTS...

What influence does it have on the supply chain and the business model?

**HOW TO INTEGRATE PARTNERS AND SUPPLIERS INTO THE NEW ECO-SYSTEM?**



*How to inspire the customer to go into the stores and buy something?*

How to strengthen the interaction with customers?

**WHERE IS THE CUSTOMER AT THE AIRPORT AND HOW DOES HE FEEL?**

Which are the right customer touch points to create additional incentives to buy products at the airport?

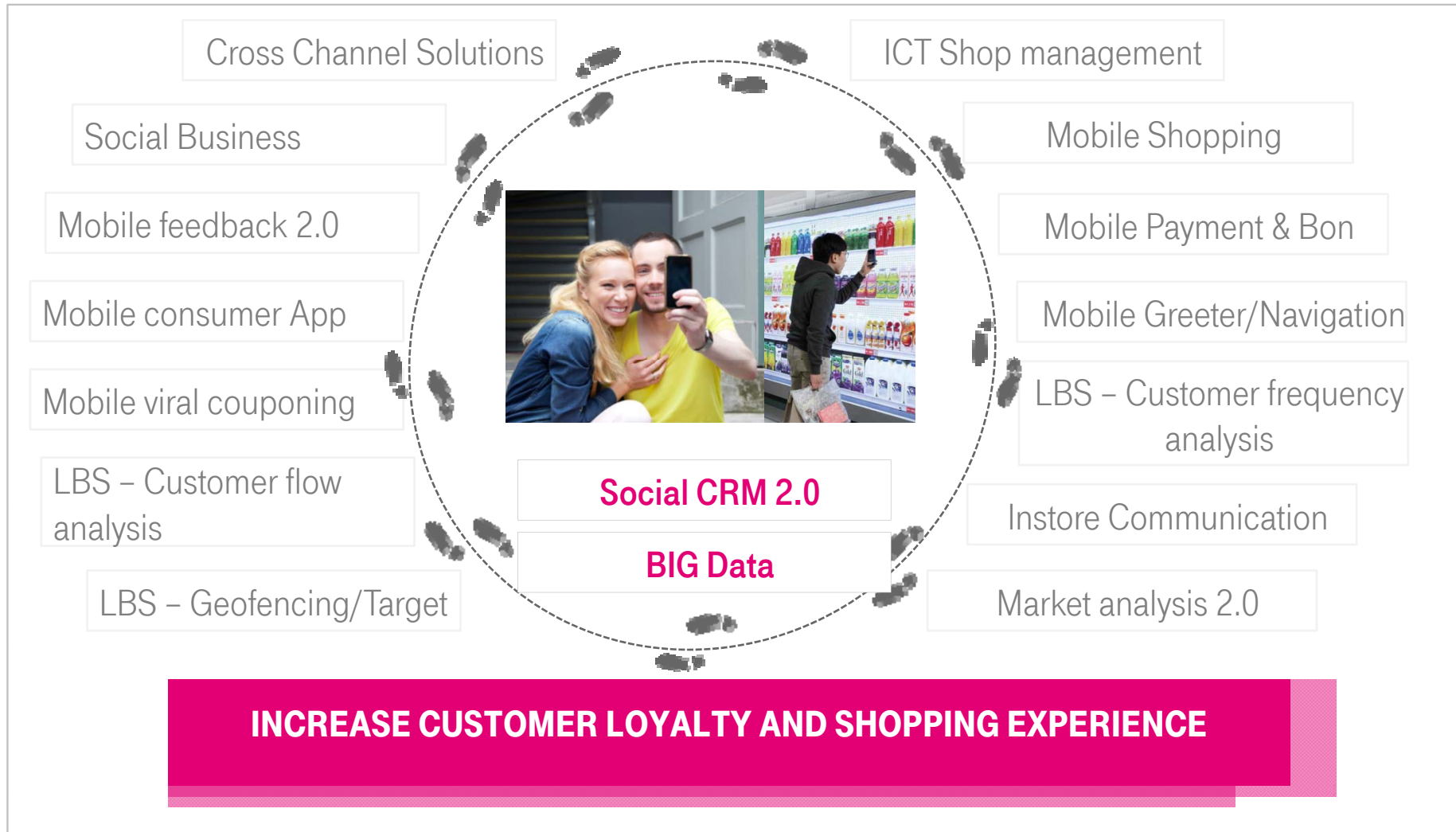
**HOW GET TO KNOW WHAT THE CUSTOMER WANTS?**



**PASSENGER JOURNEY  
MEETS  
CUSTOMER JOURNEY**

# PASSENGER JOURNEY MEETS CUSTOMER JOURNEY

## THE CUSTOMER JOURNEY



# PASSENGER JOURNEY MEETS CUSTOMER JOURNEY

## DIGITAL RETAIL OFFERING ELEMENTS FOR AIRPORTS

### E-Commerce Shop / Eco System Airport

Developing of a multi-channel and intelligent marketing airport concept

- Multi-Channel shop concept
- B2B Partner Management (e.g. all Brands, Supplier)
- Mobile shopping solutions via mobile App

### Digital Marketing Services

Increase interaction with customers by inform them about individuals sales promotions right in time, based on customer location.

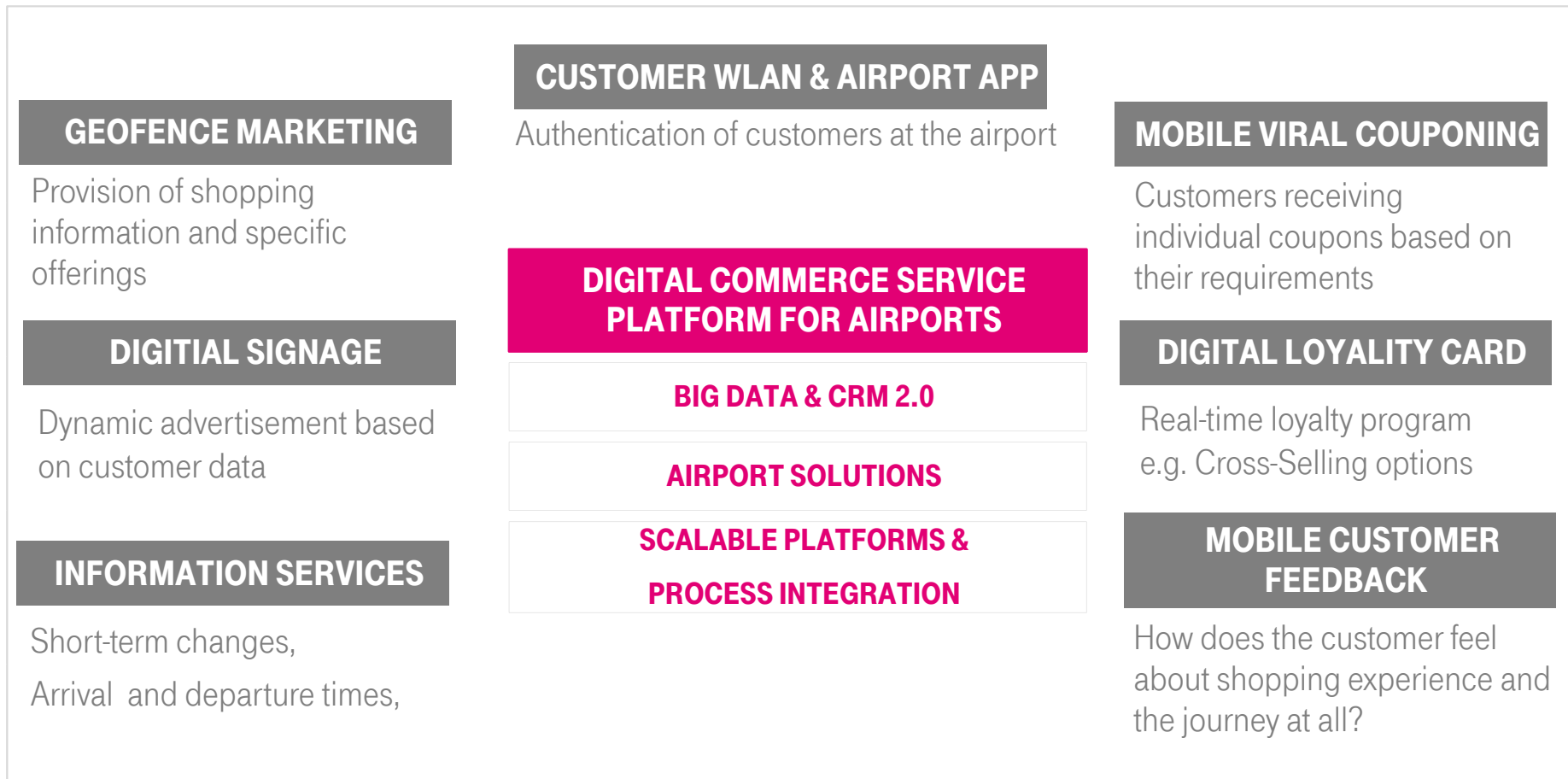
- Monitoring, analyses and forecast of passenger flows
- Geo-based marketing campaigns via *lbeacons*
- Viral couponing solutions

### Loyalty program and CRM system

- No comprehensive integration of all POS systems at the airport needed
- Digital smart loyalty card
- Customer data in real-time available via integrated CRM System

# PASSENGER JOURNEY MEETS CUSTOMER JOURNEY

## VISION: DIGITAL AIRPORT RETAIL PLATFORM



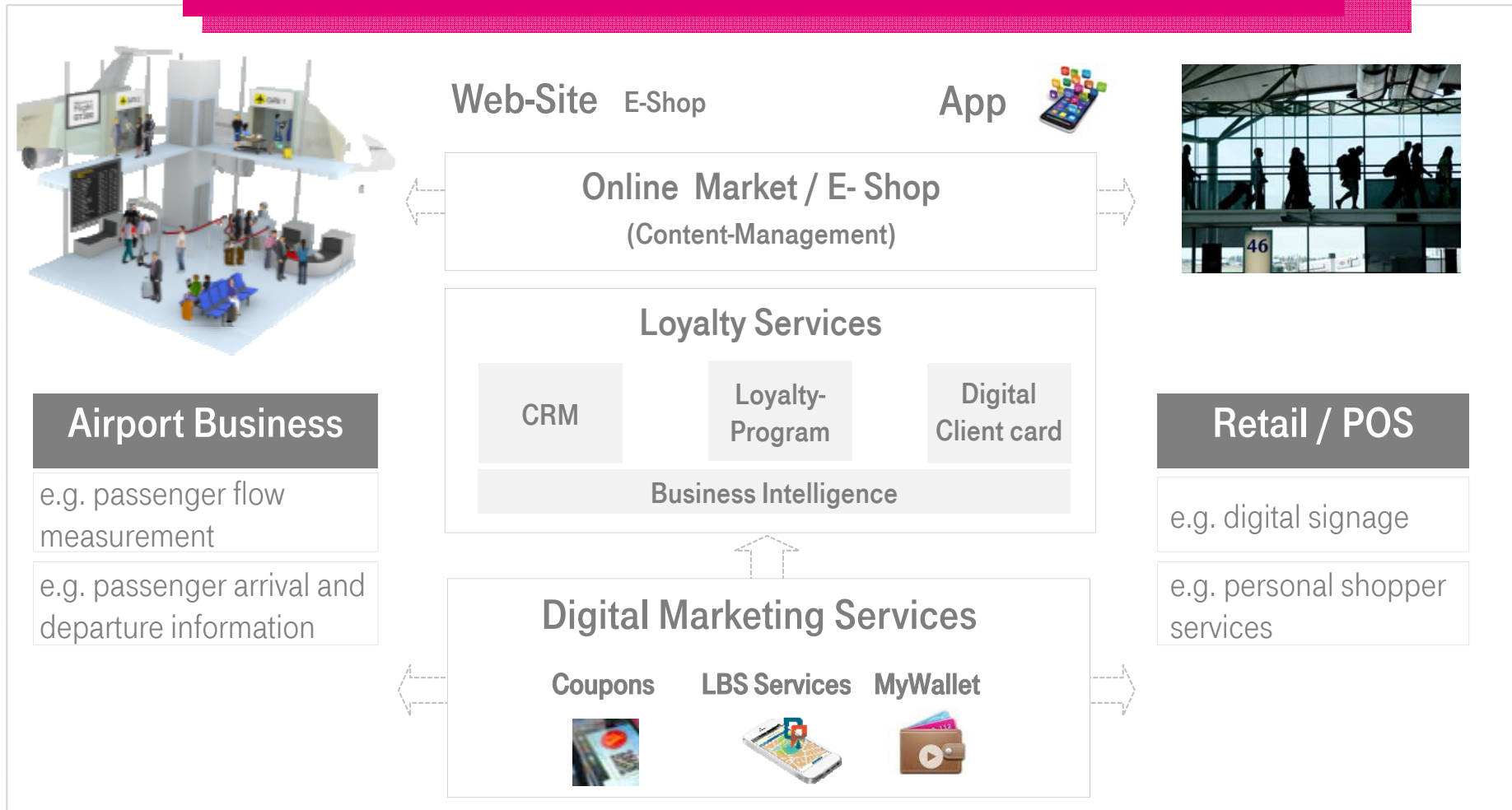
# **DIGITAL AIRPORT RETAIL PLATFORM**



# PASSENGER JOURNEY MEETS CUSTOMER JOURNEY

## DIGITAL AIRPORT RETAIL PLATFORM

### DIGITAL COMMERCE SERVICE PLATFORM FOR AIRPORTS



# DIGITAL AIRPORT RETAIL PLATFORM

## GET A CLOSER INSIGHT TO THE CUSTOMERS



Analysis of customer flows and frequency at the gate and the shopping areas



Analyze movement patterns and customer frequency at the airport

Address customers proactively & analyze response



Mobile services based on passenger location, to enhance airport experience and provide tailored information.

Analyze customer flows at the airport shop



Customer counting, analyzes of customer flows in the store and identification of "hot spots"

Query and analyze customer opinions



Invite customer to give feedback via Smartphones

# DIGITAL AIRPORT RETAIL PLATFORM

## GET THE LOYALTY OF YOUR CUSTOMERS



Address customers proactively



Send customers proactively individuals coupons and special offerings at the airport.



Support customers in a digital shopping world



Provision of digital loyalty card, shopping lists or voucher.

Get a complete customer overview to get to know his preferences



Be enabled to send intelligent product recommendations based on customer profiles.

# DIGITAL AIRPORT RETAIL PLATFORM

## GET THE REVENUE OF YOUR CUSTOMERS



Get a single view of the customers, products and orders and sell more goods, services and digital content through every touch point.



Delivers enterprise software and on-demand solutions for E-Commerce, Multi-Channel commerce, Master Data Management and Order Management



Leverages the power for optimal performance, scalability, reliability and high availability



IBM websphere delivers a seamless, cross-channel shopping experience through contextually relevant content, marketing and promotions across all digital and physical customer touch points.

**INSPIRED?**

**T · Systems ·**