

# TFWA Innovation in Action Workshop



intelligent**Track** systems

5th October 2022

# The Opportunity

## Airport revenue opportunity:

To unlock this opportunity we tap into 3 passenger needs :

# How to increase passengers' shopping spend

.. by optimizing passenger communication platforms, positioning, & surveys

Reduced stress levels

Easy access to wayfinding

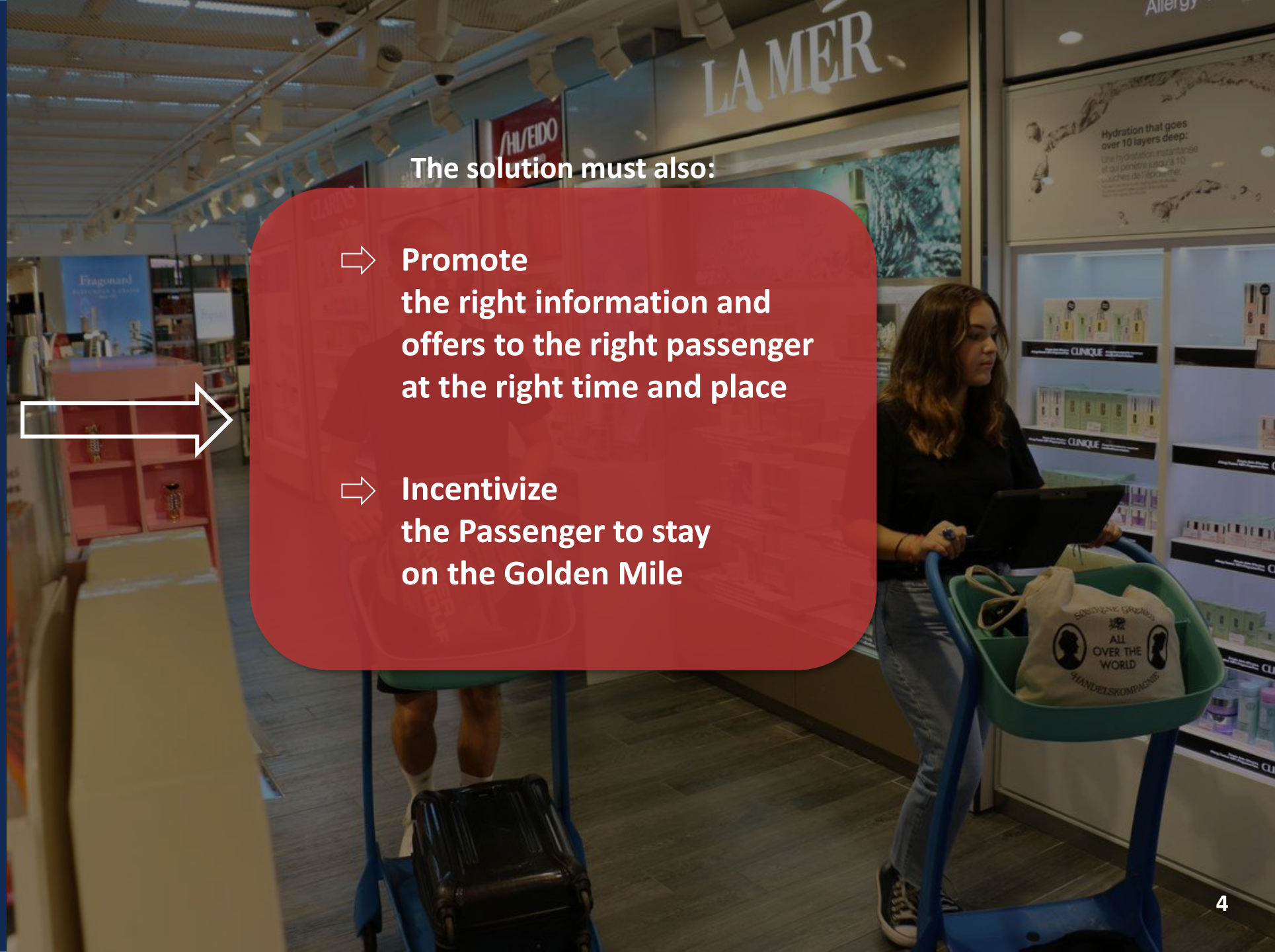
Easy Planning of My journey

**Aps and wayfinding services alone does NOT in itself maximize PAX sales & satisfaction.**



**The solution must also:**

- ⇒ **Promote the right information and offers to the right passenger at the right time and place**
- ⇒ **Incentivize the Passenger to stay on the Golden Mile**



**For every 1% increase  
in passenger satisfaction,  
non-aeronautical revenue increases by 1.5%**

*Based on a survey of 500,000 passengers  
at 300 airports of different sizes worldwide in 2016.*



# The Passenger Need

# Supporting the whole passenger journey

– with a sales maximizing Twist



ITS SOLUTION : TOTAL EXPERIENCE - DATA & INSIGHTS



DESIGNING A

# SEAMLESS TOTAL EXPERIENCE

ACROSS PLATFORMS

... ENSURING THAT

## CUSTOMERS EXPERIENCE EXCELLENCE

ACROSS ALL TOUCHPOINTS





# The Approach: 5 building blocks

# The 5 building blocks



## 1. Map & Wayfinding

### OBJECTIVE

**Always ensure reliable wayfinding and ease-of-use for passengers.**

# The 5 building blocks

## Sensor fusion technology with a focus on geomagnetic positioning

World First Magnetic Field Indoor Positioning



1. Map & Wayfinding

2. Indoor Positioning System (IPS)

### OBJECTIVE

Ensure passengers always trust their location on the map is correct.

# The 5 building blocks



1. Map & Wayfinding

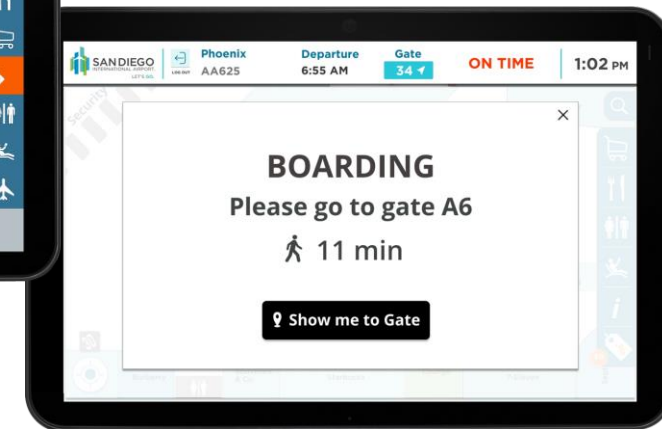
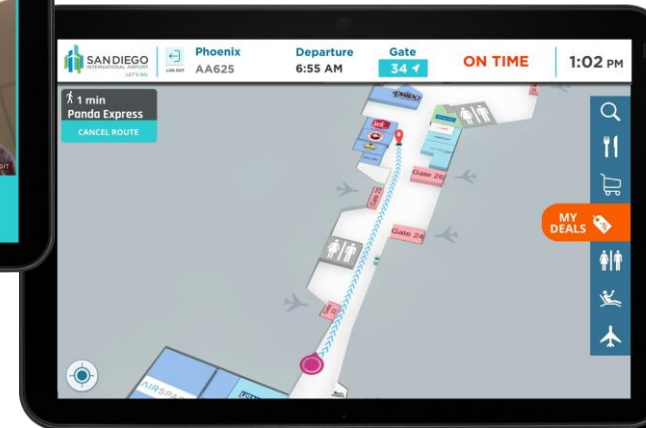
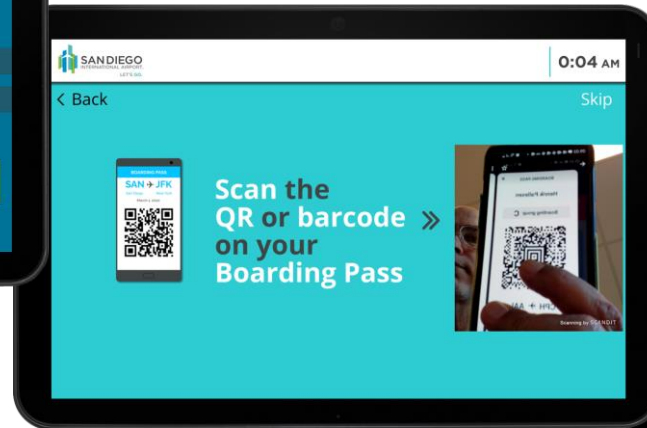
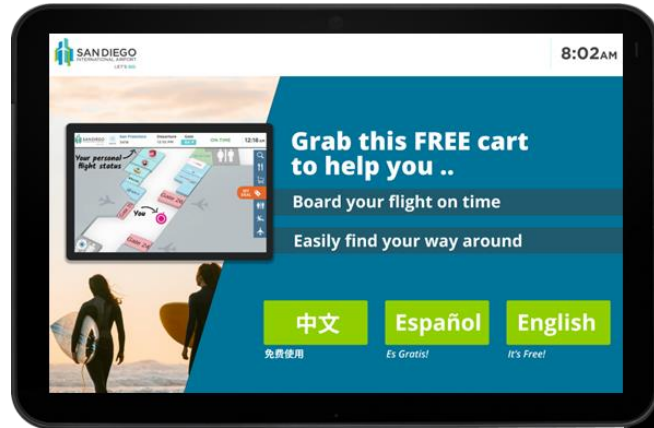
2. Indoor Positioning System (IPS)

3. Communication & Advertising Platform

## OBJECTIVE

**Communication and advertising must be relevant by intelligently targeting the right passenger, at the right time and location.**

# Using Boarding Pass to help pax feel at ease – and to produce data



# Personalized User Experience

## Personal data:

- Chinese as selected language
- Female
- 1<sup>st</sup> Class seat
- Qantas Airlines
- Flight: QF5674
- Destination: San Francisco
- In transit
- No frequent flyer program

## Context:

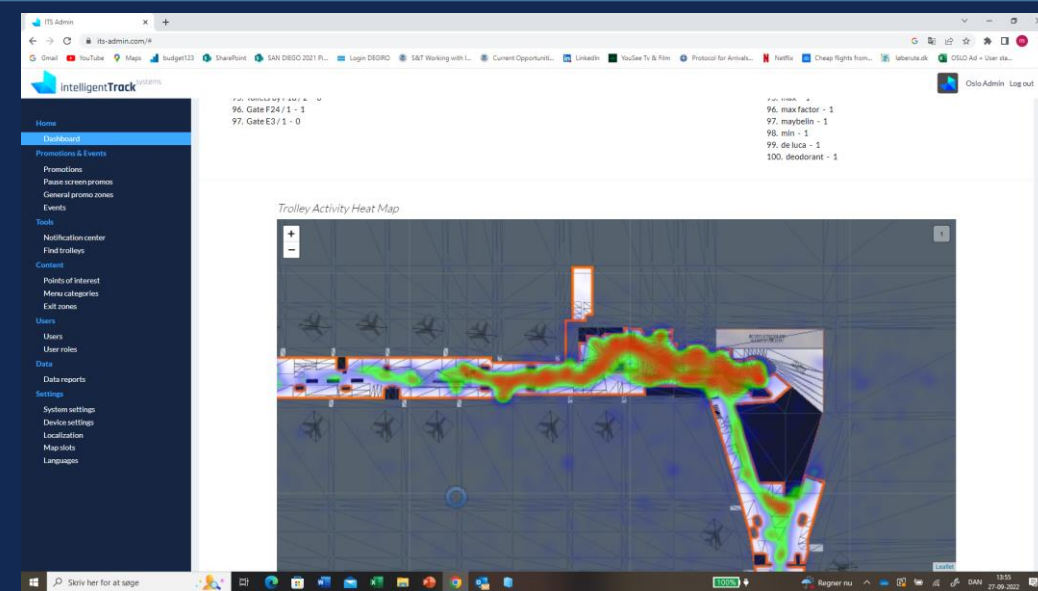
- Afternoon
- Near Louis Vuitton store
- + 1hr to departure

## Behavior:

- Passenger searched for “travel bags”
- Visited other Luxury stores

The screenshot displays a mobile application interface for an airport. At the top, a white header bar contains the following information: the iGA logo, the airport name "Frankfurt-am-Main" with flight number "SK3416", the departure time "12:10 PM", the gate "64" with a right-pointing arrow, the status "ON TIME" in green, and the current time "12:18". Below the header, the main content area is split into two sections. On the left, there is a promotional banner for a "Louis Vuitton Concept Store" featuring a woman sitting on a ledge with a red Louis Vuitton suitcase. The text on the banner reads "Louis Vuitton Concept Store", "迎使用路易威登Soft Horizon新系列" (Welcome to use Louis Vuitton Soft Horizon new series), "SAVE 15%", and a "GO NOW" button with a right-pointing arrow. On the right, there is a map of the airport terminal with various gates labeled (Gate 24, Gate 25, Gate 26, Gate 28, Gate 29, Gate 30, Gate 31, Gate 32, Gate 33, Gate 34, Gate 35, Gate 36, Gate 37, Gate 38, Gate 39, Gate 40, Gate 41, Gate 42, Gate 43, Gate 44, Gate 45, Gate 46, Gate 47, Gate 48, Gate 49, Gate 50, Gate 51, Gate 52, Gate 53, Gate 54, Gate 55, Gate 56, Gate 57, Gate 58, Gate 59, Gate 60, Gate 61, Gate 62, Gate 63, Gate 64, Gate 65, Gate 66, Gate 67, Gate 68, Gate 69, Gate 70, Gate 71, Gate 72, Gate 73, Gate 74, Gate 75, Gate 76, Gate 77, Gate 78, Gate 79, Gate 80, Gate 81, Gate 82, Gate 83, Gate 84, Gate 85, Gate 86, Gate 87, Gate 88, Gate 89, Gate 90, Gate 91, Gate 92, Gate 93, Gate 94, Gate 95, Gate 96, Gate 97, Gate 98, Gate 99, Gate 100). The map also shows icons for restrooms, a search icon, a shopping cart icon, a fork and knife icon, a "MY DEALS" button with a percentage icon, and a person icon. A white arrow points from the "Personal data" section to the advertisement.

# The 5 building blocks



1. Map & Wayfinding

2. Indoor Positioning System (IPS)

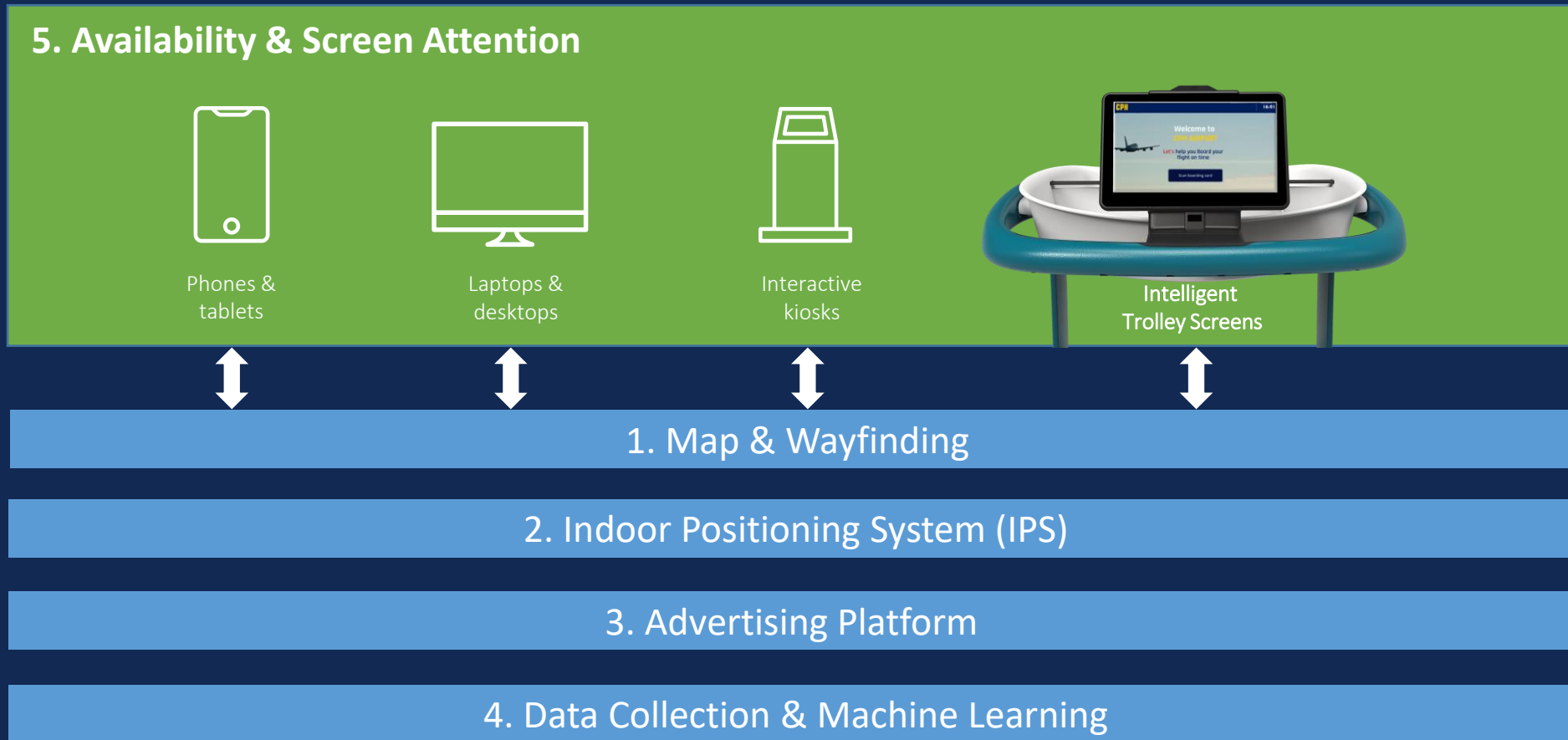
3. Advertising Platform

4. Data Collection & Machine Learning

## OBJECTIVE

To empower ongoing optimization of passenger experience, sales, and terminal and flow design

# The 5 building blocks



## OBJECTIVE

To increase passengers digital screen attention the digital services must be so easily accessible that passengers can't avoid using them.



# The Effect



intelligent**Track**<sup>systems</sup>

# Passenger Survey Key Stats (From San Diego & Nice Airports)

How do you like using the intelligent trolley?

4.83/5



How helpful do you find the features on the trolley's screen?

4.74/5



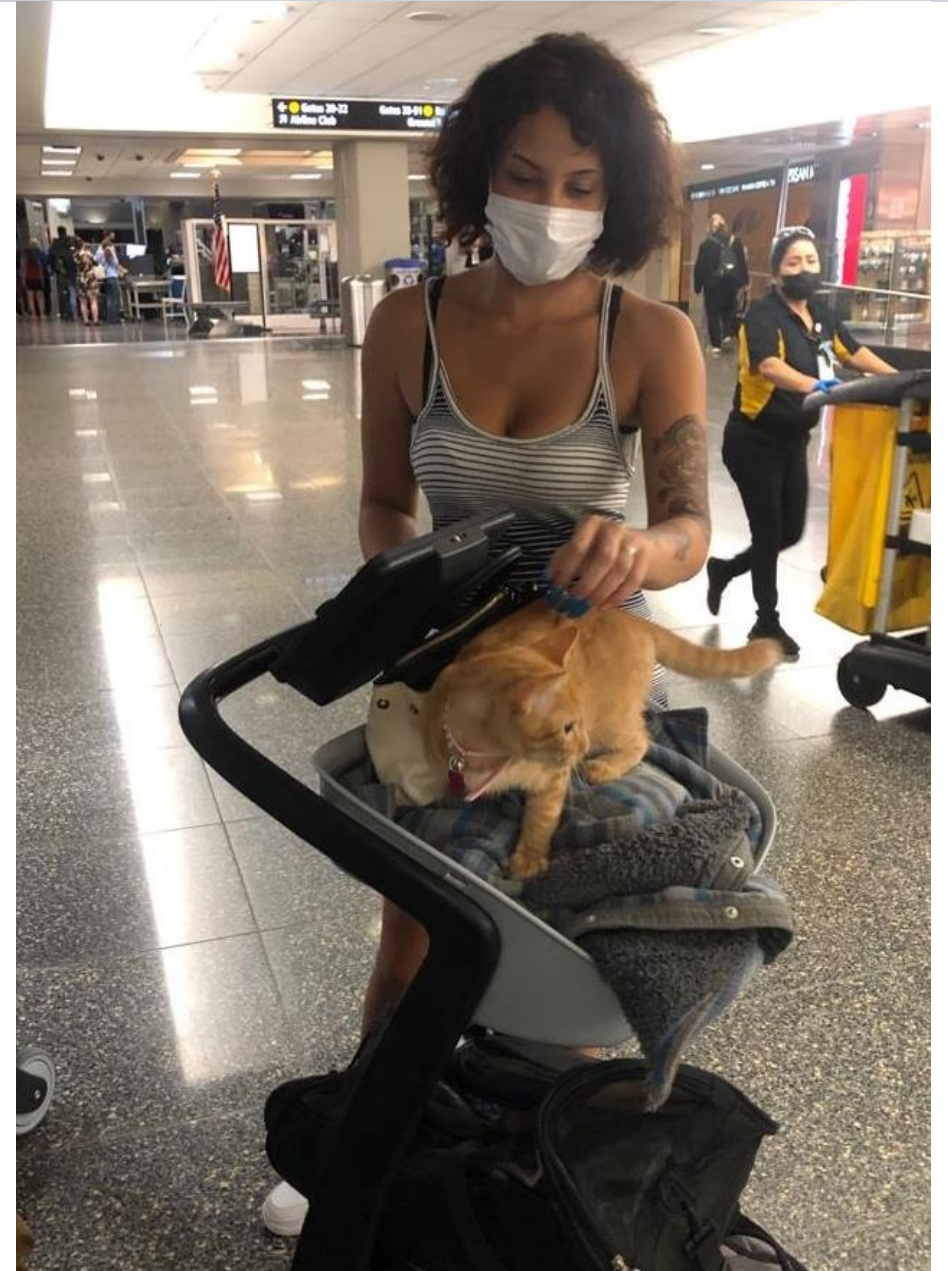
How helpful do you find your personal flight info on the screen?

4.67/5

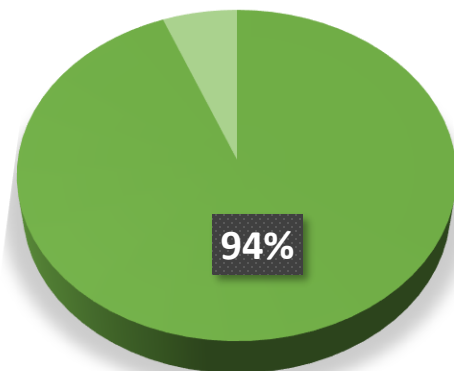
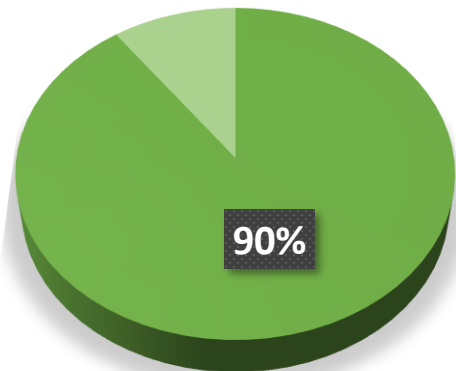
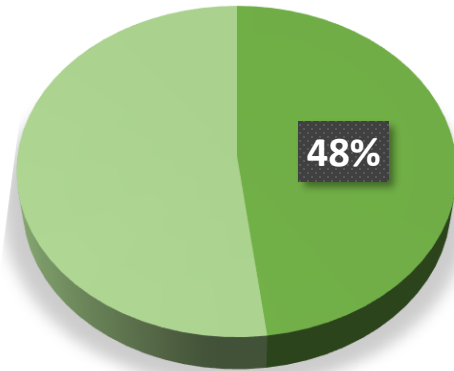
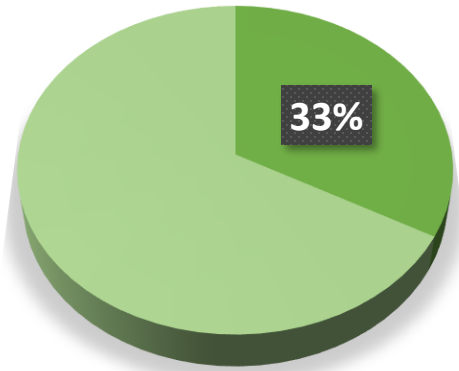


How helpful do you find the map on the screen?

4.60/5



## 4) Passenger Survey Key Stats (San Diego & Nice Airports)



- **33%** say the ads on the trolley screen made them buy something
- **48%** used the map to find a commercial outlet
- **90%** say the trolley enhanced their shopping experience
- **94%** say they will use a trolley next time they travel from the airport

# Documentation for Increased Sales & Commercial Foot Traffic

PAX data from SAN DIEGO, Nice and Oslo Airports show:

**90% said YES**

Q: Did the cart make your shopping experience easier?

**Avg. 33%**

Q: Did the promotions on the screen make you buy anything?

Data on the use of free-to-use traditional (non-intelligent) trolleys in a European 30M passenger airport

**Buy  
\$6-8 more**

Cart users on average buy for \$6-8 more than non-cart users.

**20% take  
a cart**

15-20% of all passengers take a cart

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in passenger satisfaction,  
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# THANK YOU!

“I loved the interactive map!”  
(Female, 40-49)

“It's perfect, don't change anything” (Male 40-49)

“It was awesome”  
(Female, 40-49)

“Very convenient, especially for older patrons” (Male, >70)

“Bravo” (Female, 30-39)



“Very interesting and intuitive product!” (Male, 50-59)

“Perfect trolley, the experience was awesome” (Male, 40-49)

“So practical when you're alone with a child” (Female, 30-39)

“It was very helpful. It's amazing!” (Female, >70)

“Very cool!!!!!!” (... , 18-29)

**THANK YOU!**