



Converting Customer Service Into Revenue Using a Mutli-Channel Approach

Presented by:

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Cairo, Egypt
November 28-29, 2010

Passion. Expertise. Results.

Agenda



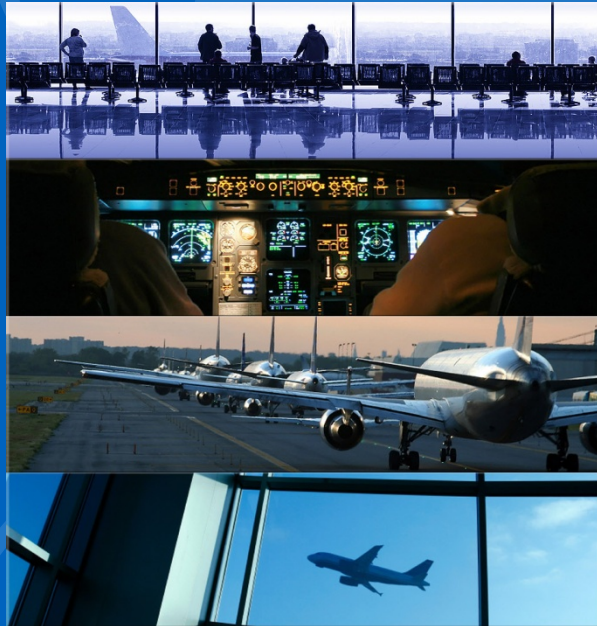
**Global Trends
Affecting the Industry**

**Future Technology
for Smart Selling**



**DEN – Multi-Channel
Customer Service and
Targeted Advertising
for Revenue Growth**





Global Trends Affecting the Industry

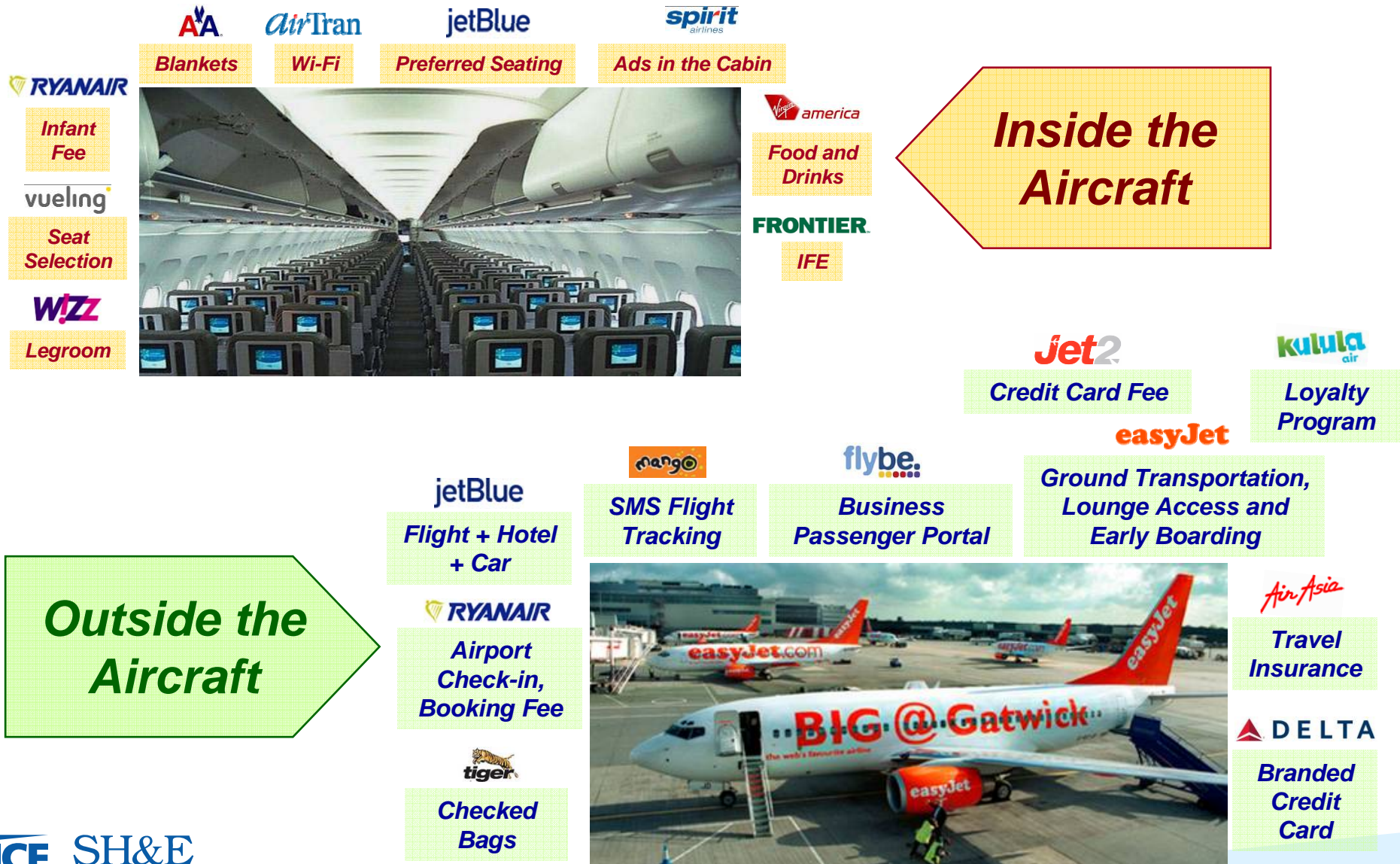
As a Result of this Volatile Industry, Airline Strategy Has Been an Evolving Process with Intense Pressure to Reduce Cost and to Rethink Existing Business Models

Evolution of Airline Strategy

- ◆ Improved Aircraft Technology
- ◆ Market Liberalization
- ◆ New Entrants/LCC Model
- ◆ Dramatic Pressure on Air Fares and Yields



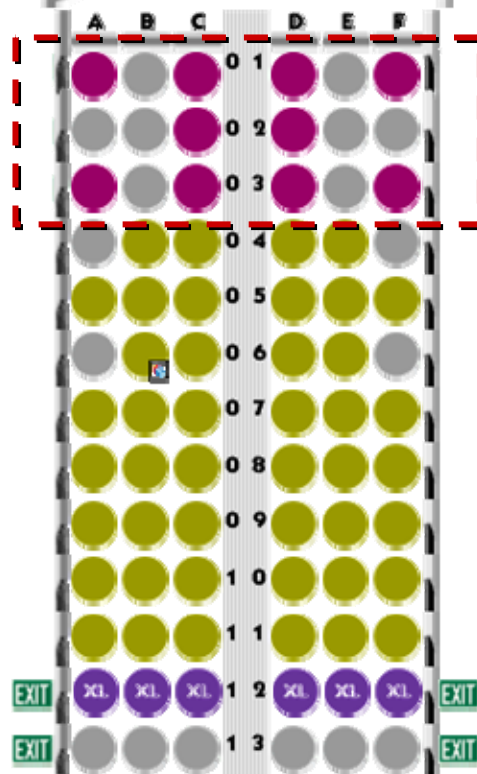
LCC and Legacy Carriers are Responding to Difficult Market Conditions Through Unbundled Pricing and Ancillary Revenues



Clever Airlines Are Inventing New Features That Customers Are Willing to Pay For

Flight: VY 5570
Date: 22:35 h
Fri, 18 Sep 2009
Departure: Barcelona (BCN)
Destination: Atenas (ATH)

**Blocked middle seat
€30**



Seat selection key

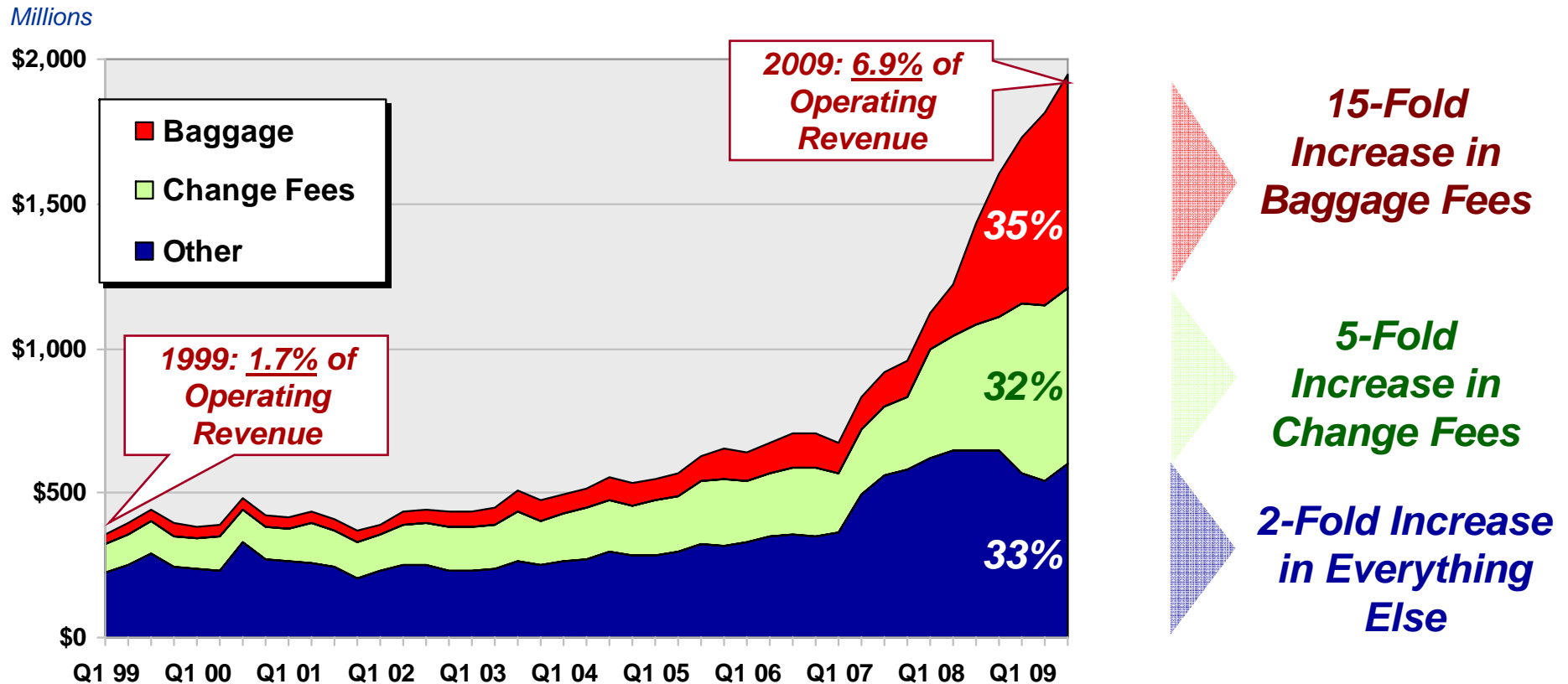
- Duo Seat (+ 30€)**
- XL Seat (+ 13€)
- Seat Optimum (+ 5€)
- Seat Basic (+ 3€)
- Your seat or one of your reservation party
- Occupied Seat

**13 Rows geared
to generate
incremental
revenue**

vueling

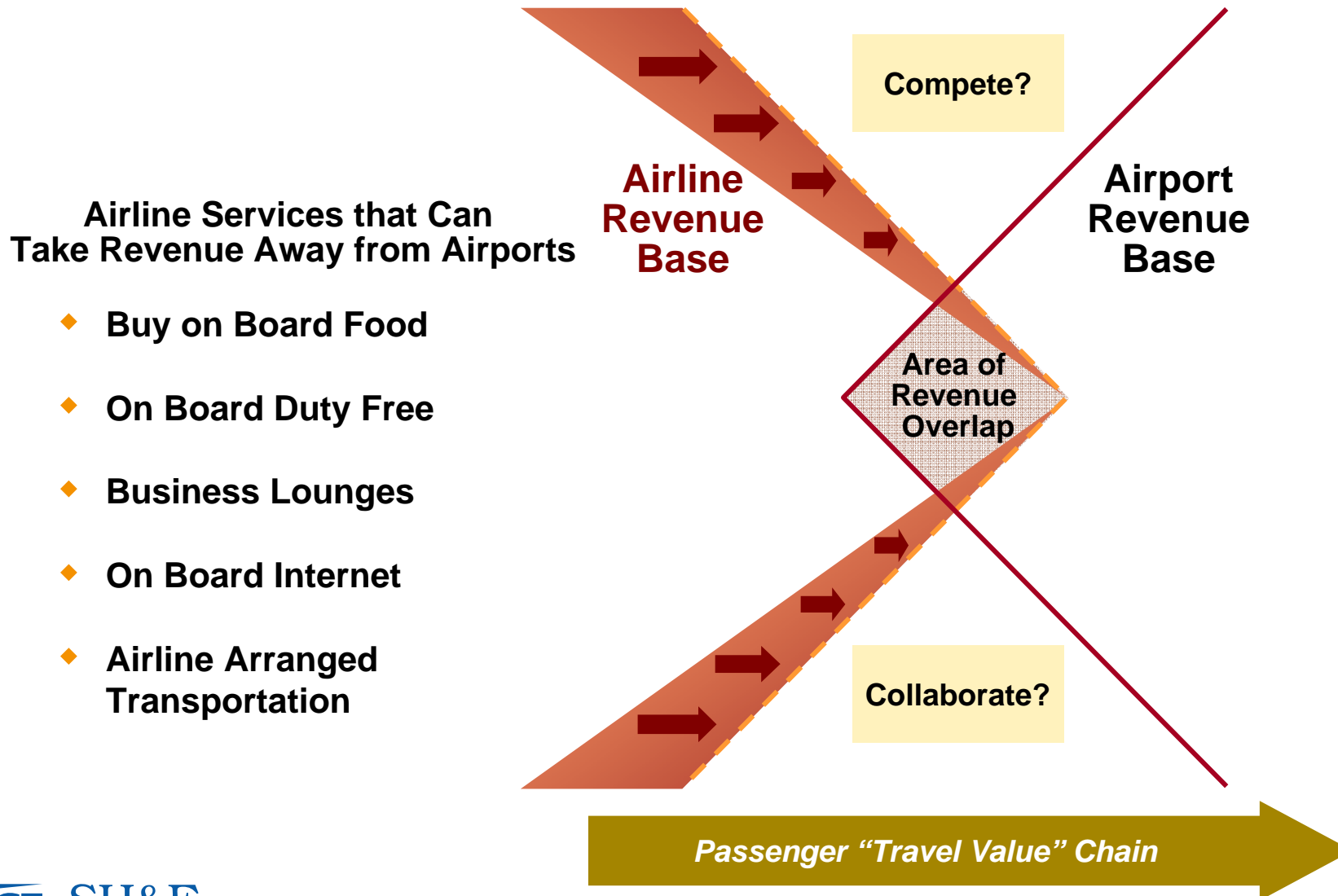
In the US, Two-Thirds of Ancillary Revenues – and Virtually All of the Growth – Has Come from New Fees Instead of from New Value

US Airline Additional Revenues
(Per Quarter)



Ancillary revenue streams have grown to the point where they must be considered core airline revenue

In This Current Environment, Airports Must Be Conscious of How New Airline Strategies Will Affect Airport Spending





Future Technology for Smart Selling

To Inform Specific Offerings, Airports are Used to Looking at Passengers In Terms of:

- ◆ **O&D versus Connecting**
- ◆ **Business versus Leisure**
- ◆ **Male versus Female**
- ◆ **Country of Origin**
- ◆ **Shopping Profile**

Segmentation of Future Travelers Will Continue to Be Important, as Their Needs and Wants Will Evolve Differently, However, Interactivity Must be the Cornerstone to Establish a Continuing Dialog



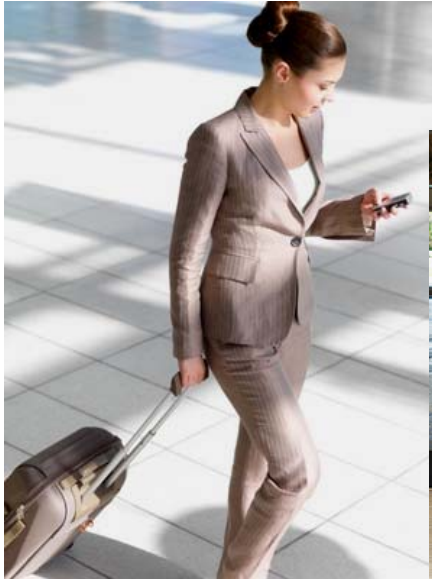
- ◆ **Leverage Power of Airline Information to Target Route Specific and Price Specific Passenger Traffic**
 - Targeted Services
 - Enhanced Spending
- ◆ **Using Internet Surveys to Hone in on Understanding the Preference within Specific Traffic Segments**
- ◆ **Linkage to Digital / Social Media Marketing**
 - Tracking Passenger Behavior and Spending on a more Granular Basis To Ensure Personalization

Travel in the Future Will be Driven by Increases in Population and in Affluence

- ◆ **China and India represent growing world regions with relatively low levels of air travel by their citizens**
 - Massive investments in Chinese and Indian aviation infrastructure will likely spur demand
 - “New” travelers from these and other developing countries’ populations are likely to be young and inexperienced in air travel
- ◆ **European and North American travelers will continue their exploration of new markets**
 - And likely travel as much or more as they age



Future Traveler Group #1 – High Value Business Traveler



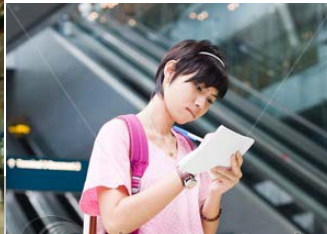
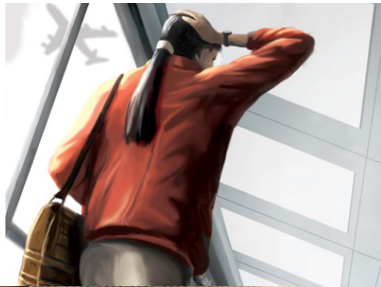
- ◆ “Road warriors”
- ◆ Early adopters on technology to assist in daily routines
- ◆ High maintenance and high expectations for speed, service and personalization
- ◆ Productivity is essential for work and to maximize leisure time
 - It’s all about getting home/to the meeting/not wasting time unnecessarily
 - Congested airports such as ORD already see avoidance issues among frequent fliers in the winter months
 - They want to be treated as industry “insiders” because they see themselves as essential components of the entire travel industry

Future Traveler Group #2 – Older Traveler From Developed Regions



- ◆ **Affluent, older population**
- ◆ **Motivated by VFR and new leisure explorations**
- ◆ **Interested in value for time and money**
- ◆ **Looking for ease of access and convenience when traveling**
 - Segmentation here is important for Latin-based language travelers vs. Asian travelers
- ◆ **High demand for specific services that will meet their needs**

Future Traveler Group #3 – Emerging Market Traveler



- ◆ Younger demographic than developed regions' passengers
- ◆ New to air travel
- ◆ Least likely to embrace new technology and to carry smartphones
- ◆ Will require specific customer service experience to help them navigate unfamiliar territory of an airport
- ◆ Have an expectation that the world wants their business

The Internet Revolution and Social Media Allow for Information Attainment – For Those Customers Who Are Online and Have Mobile Devices

- ◆ **Personalization, Customer Service, Security and Efficiency have escalated in importance to travelers**
- ◆ **Generic experiences no longer appeal to people**
- ◆ **Expectations are that there are always choices if institutions disappoint**
 - Tradeoffs are common and expected
 - The traditional boundaries are blurred
 - *Ex. Low-fare vs. Network – which offers greater value depends on how the passenger acts on THAT trip*
- ◆ **The Internet and Social Networking assure travelers that someone will pay attention to a complaint**
- ◆ **Passengers seek the same interactivity and connection in travel that they do everywhere else**
 - Crowdsourcing, Feedback loop

Communicating Your Airports' Services and Offerings is Key to Customer Service and Loyalty

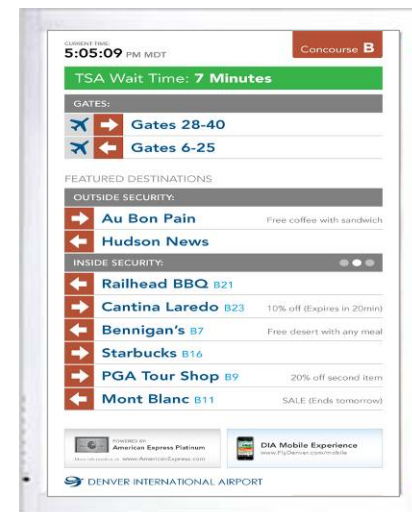
Ongoing Passenger Dialog Through the Entire Travel Experience



Enhanced Websites



Smart Phone/
Mobile Apps



Interactive Displays
Wayfinding &
Information



Customer
Service
Support &
Resolution

Smart Technology Will Work for Airport Management...

◆ Customer Satisfaction

- Actionable ratings and reviews
- Real-time measurable market research
- Performance standards - improved monitoring

◆ Wayfinding

- Mobile maps allow for improved passenger mobility
- Improved circulation for all passengers

◆ Non-Aeronautical Revenue

- Advertising revenue on mobile application
- Increased footfall in concessions
- Pre-marketing of concessions

◆ Robust Data for Management Decisions

- Dashboard metrics on passenger interest, satisfaction, usage and pathways
- Benchmarks against other similarly-sized airports
- Benchmarks for individual concessions against themselves and against benchmarks

... Duty Free Operators and Concessionaires AND

- ◆ **Awareness/Breaking the Gate Hugging**
 - People will go further than the traditional “tether” if they
 - 1. *know that they have time and that they will make their flight*
 - 2. *know that what they want is worth the walk*
- ◆ **Ability to Promote Products and Services when they are most actionable**
 - Blanket ads don't work
 - Targeted by airport, terminal, city pair, time of day, time to departure and event
- ◆ **Improved Customer Service**
 - Real-time ratings and reviews
 - Benchmarks against similarly sized concessions
- ◆ **Increased Revenue and Footfall**
 - Pre-marketing of offers – concessions don't just compete with other concessions
 - Greater Awareness + Actionable Offers to Interested Passengers = \$\$

Most Importantly, Passengers

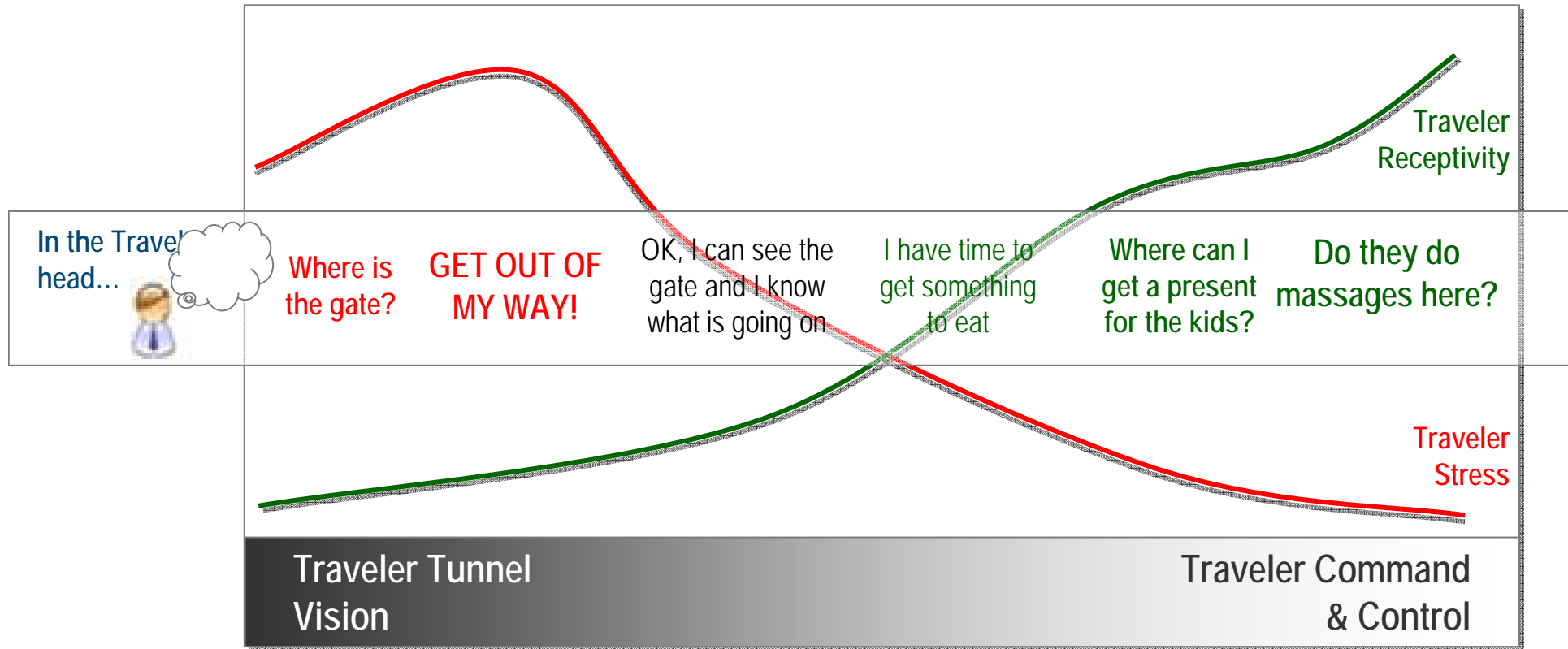
- ◆ **Control over travel experience**
 - Passengers can find what they want when they want it – coffee to cufflinks to cognac
- ◆ **Allows for best decision based on most comprehensive information**
 - Not just what's in sight of their gate or on the path to their gate but what's a few steps beyond where they might have ventured? And with the assurance that they have the flight status in the palm of their hands, they are likely to go further afield
- ◆ **Creates space in their travel lives – it's easier with one app for airline and airport information**
 - No toggling between United.com, Gate Guru and Lufthansa.com to figure out a trip from Denver to Dusseldorf



DEN – Multi-Channel Customer Service

The Opportunity \ Breaking Traveler Tunnel Vision

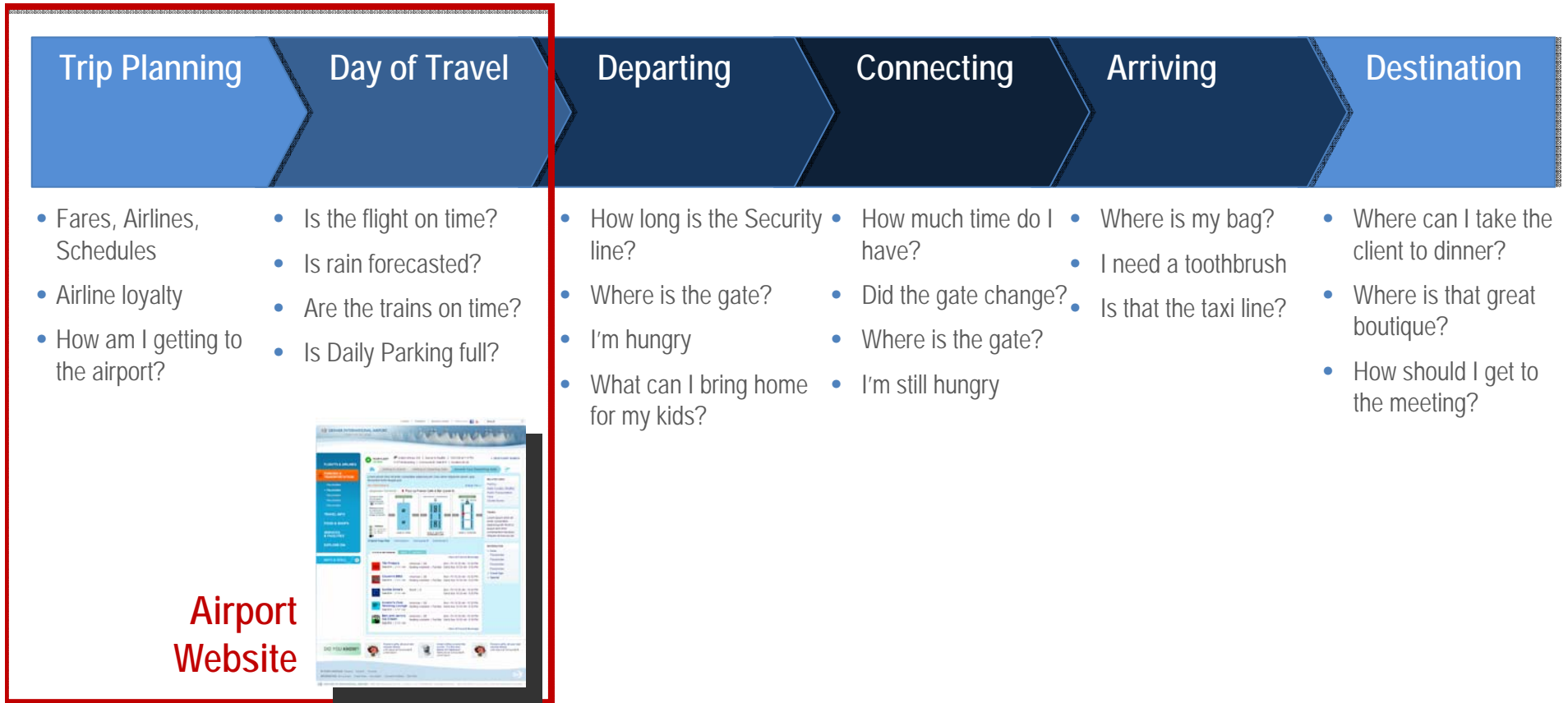
The singular focus on getting to the gate must be broken to create receptivity, and the opportunity to increase revenue and build perceived loyalty.



Deliver Information Directly → Establish Traveler Control → Create Receptivity

Airport Website: The airport website provides the first and most consistent way for the airport to establish a connection with the traveler starting with initial trip planning.

Understanding what is on the Traveler's mind:



Deliver Information Directly → Establish Traveler Control → Create Receptivity

Mobile Applications: Once the traveler is in motion, continuing to connect with the traveler – to become their trusted source – requires a consistent mobile presence delivers information to the traveler.

Understanding what is on the Traveler's mind:



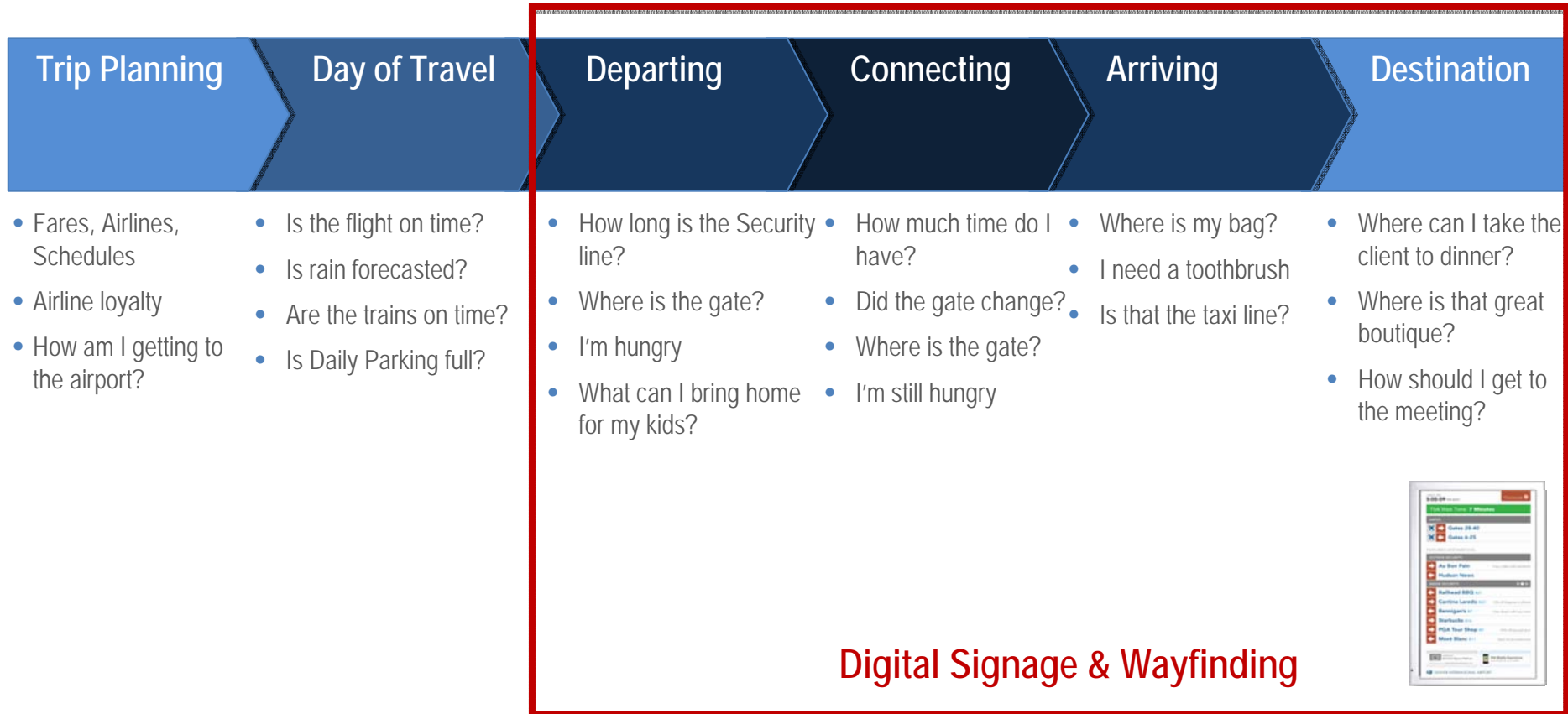
Deliver Information Directly

➔ Establish Traveler Control

➔ Create Receptivity

Digital Signage & Wayfinding: Signage reinforces concession presence and availability throughout the terminal, leveraging common content and promotion information.

Understanding what is on the Traveler's mind:



Deliver Information Directly → Establish Traveler Control → Create Receptivity

The Ionos™ Solution \ Advertising Segmentation Criteria

The Platform blends typical web/mobile advertising capabilities with targeting criteria that are unique to the airport and maximize conversion opportunities:

Ionos starts with core capabilities to allow an advertiser to build a campaign that aligns to specific criteria:

- **Effective Dating** – Campaigns can be built for specific windows of time and can overlap
- **Time of Day** (a.k.a. Dayparting) - Focus advertising timing for high awareness and conversion
- **Daily / Weekly**– Every airport has consistent weekly or seasonal patterns
- **Channel-Driven** – Different advertising and tactics can be blended across Web and Mobile Applications

From there the Platform provides further airport-specific targeting:

- **Zones of Airport** – Concourse or gate ranges
- **City Pairs** – Reach travelers going to or coming from specific cities

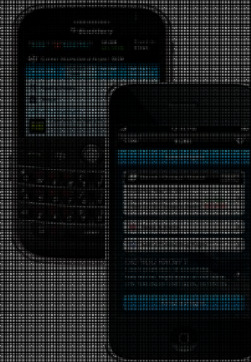
➔ The Platform serves ads in two distinct modes, **differentiating between normal operations and event-driven statuses**. This creates further targeting for weather event or delays that affect flights, city pairs, or even the entire airport.

www.flydenver.com WEBSITE

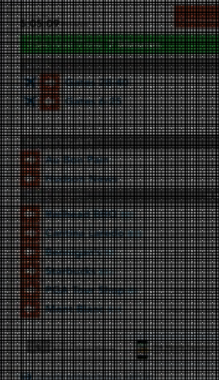
enabled by Ionos™



Traditional Browser
Full-feature Planning





Mobile Browser/App
Mission Focused




Interactive Displays
Wayfinding & Information

Website Home Page

Did You Know


Contact | Feedback | Doing Business with DIA | Follow Us On  



DENVER INTERNATIONAL AIRPORT
TOGETHER WE SOAR

Denver International Airport Wins
GLOBAL TRAVELER AWARD 2009

1 2 ▶

 **FLIGHTS & AIRLINES**

PARKING & TRANSPORTATION

TRAVEL INFO

FOOD & SHOPS

SERVICES & FACILITIES


EXPLORE DIA

FLIGHT SEARCH The flight is: Arriving Departing Connecting







Date: Today Arriving: Airline Flight # or Origin: City or Airport Code

Time: All Departing: Airline Flight # Destination: City or Airport Code **GO**


AT A GLANCE

SECURITY
 Security wait time 10 min. Operating with minor delays

PARKING [More ▶](#)

-  Valet West
-  Pikes Peak Shuttle Parking
-  Garage West
-  Garage East
-  Garage North
-  Short Term Parking West

ROAD CONDITIONS

 Clear
Operating with minor delays

INFORMATION

↓ **FAQs**

- Customer Service
- Hand baggage restrictions
- Internet Access
- Storage
- Lost & Found
- Mobile text updates
- Traveling with liquids
- Passports & Visas

→ **Security Information**


→ **Traveling Tips**

→ **The Lorem Experience**

MAPS **VIDEOS**




- Inside
- Getting to and from
- Alternate Routes
- Passenger Drop-off
- Passenger Pick-up
- Airline Gates
- Cargo Facilities
- Denver ↔

WEATHER

 **41° F**
raining


Feels like 39° Winds 5mph
Updated: Dec 3 04:25 pm ET


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-  **25% off the latest best sellers at Hudson News!**
Find your favorite authors at discounted prices.
-  **Try the new Cinnamon Dolce Latte at Starbucks.**
Expertly crafted. Always satisfying. Try the complete lineup of our signature drinks.
-  **Experience Wolfgang Puck**
Contemporary, fast, and casual food, at affordable prices. Casual and convenient can taste great.

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 DENVER INTERNATIONAL AIRPORT 8500 Peña Boulevard | Denver, Colorado U.S.A. | 80249-6340 \ General Information : (303) 342-2000 | City & Country of Denver Department of Aviation

Website Airport Journey

Preferred
Placement

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DENVER INTERNATIONAL AIRPORT
TOGETHER WE SOAR

FLIGHTS & AIRLINES

PARKING & TRANSPORTATION

TRAVEL INFO

FOOD & SHOPS

SERVICES & FACILITIES

EXPLORE DIA

MAPS & MEDIA

YOUR FLIGHT On Time
United Airlines 339 | Denver to Seattle | 12/21/09 at 1:15 PM
VIEW FLIGHT SEARCH

1:45 PM Boarding | Concourse B, Gate B15 | Duration 2h 48

Around the Arrival Gate
Baggage Claim
Directions to Destination

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam ultricies scelerisque congue. Etiam porta tincidunt justo, non posuere risus fringilla eget. Class aptent taciti sociosqu ad litora torquent per conubia nostra.

Concourse A : ▼ **Your Gate (A32)**
Enlarge View +

CONCOURSE A
 4 : BRIDGE
 3 : MEZZANINE
 2 : GATES
 1 : TRAIN

CONCOURSE B,C
 Access to train and all levels using escalators or elevators in central concourse area

TERMINAL
 LEVEL B : TRAIN

TERMINAL
 LEVEL 3 : MEZZANINE

TERMINAL
 LEVEL 4 : BRIDGE

FOOD & BEVERAGE
SHOPS
SERVICES
View All Food & Beverage

	Wolfgang Puck Gate B14	American \$\$ Seating Available Full Bar	Mon - Fri 10:30 AM - 10:30 PM Sat & Sun 10:30 AM - 9:30 PM
	Houlihans Gate B14	American \$\$ Seating Available Full Bar	Mon - Fri 10:30 AM - 10:30 PM Sat & Sun 10:30 AM - 9:30 PM
	McDonalds Gate B14	American, Fast Food \$	Mon - Fri 10:30 AM - 10:30 PM Sat & Sun 10:30 AM - 9:30 PM
	Starbucks Gate B14	Coffee, Snacks \$ Seating Available	Mon - Fri 10:30 AM - 10:30 PM Sat & Sun 10:30 AM - 9:30 PM
	Caribou Coffee Gate B14	Coffee, Snacks \$	Mon - Fri 10:30 AM - 10:30 PM Sat & Sun 10:30 AM - 9:30 PM

RELATED LINKS

- [Parking](#)
- [Hotel Courtesy Shuttles](#)
- [Public Transportation](#)
- [Taxis](#)
- [Charter Buses](#)

TRAIN INFO

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut vel sapien sit amet turpis euismod ultricies id non.

INFORMATION

↓ [FAQs](#)

- [Lorum Ipsum](#)
- [Lorum Ipsum](#)
- [Lorum Ipsum](#)
- [Lorum Ipsum](#)

→ [Travel Tips](#)

→ [Special Needs](#)

DID YOU KNOW?

30% off any two spa services at XpresSpa
 Enjoy the most relaxing destination in the airport.

\$25 off any purchase over \$100 at Sunglass Hut.
 Shop for designer or performance sunglasses at competitive prices.

Experience Wolfgang Puck
 Contemporary, fast, and casual food, at affordable prices. Casual and convenient can taste great.

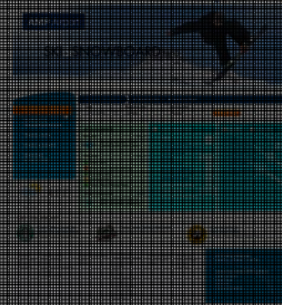
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goHow MOBILE APPLICATIONS

BlackBerry and iPhone enabled by Ionos™



Traditional Browser
Full-featured Planning



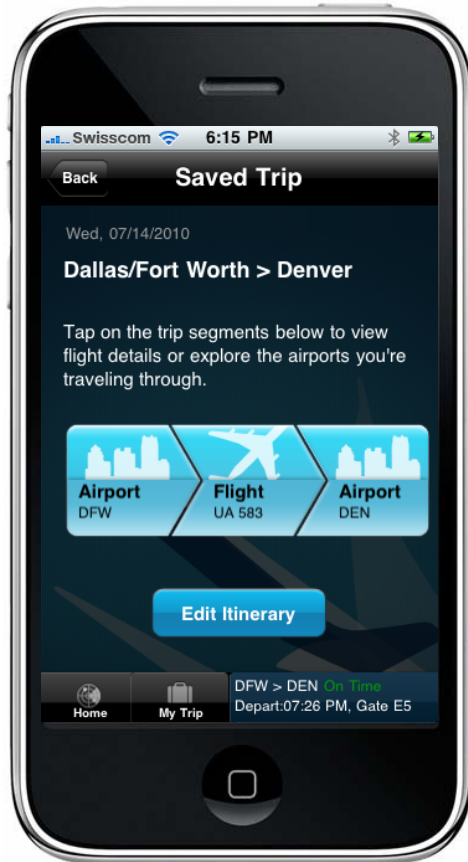
Mobile Browser/App
Mission Focused



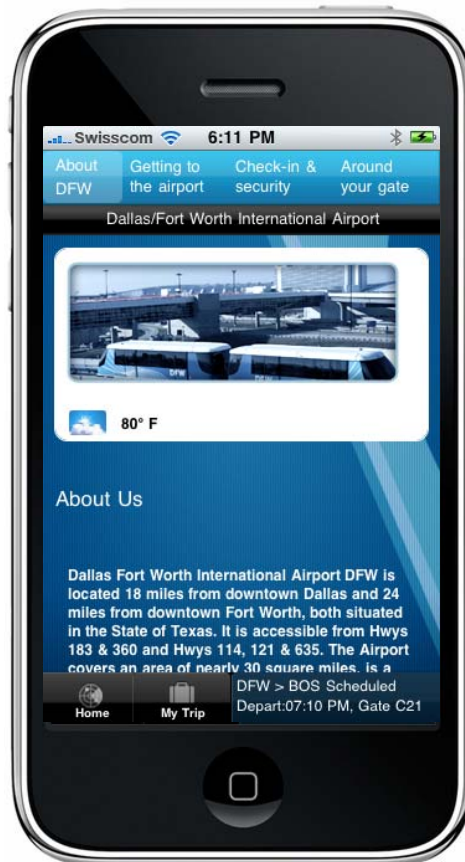
Interactive Displays
Wayfinding & Information

goHow for iPhone Application Flow

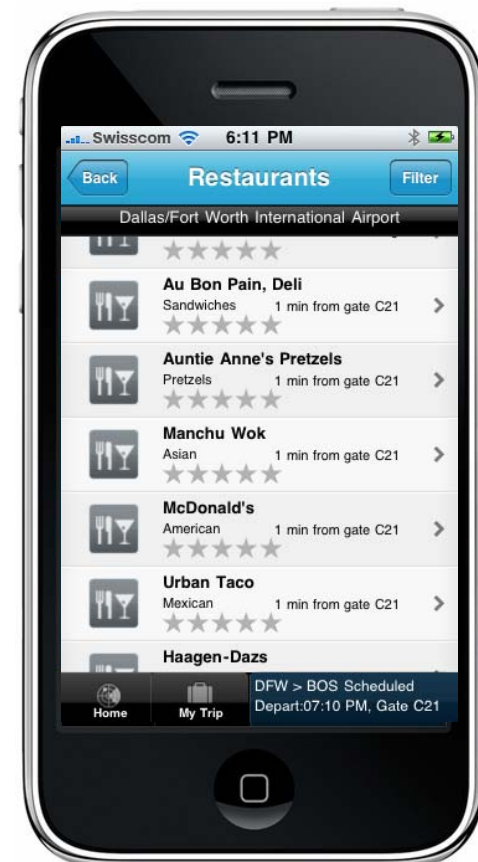
Once the flight (including any connections) is selected, detailed airport information keyed to the flight's departure time and gate are available, including ratings and feedback across all restaurants, shops, and services.



Trip Manager



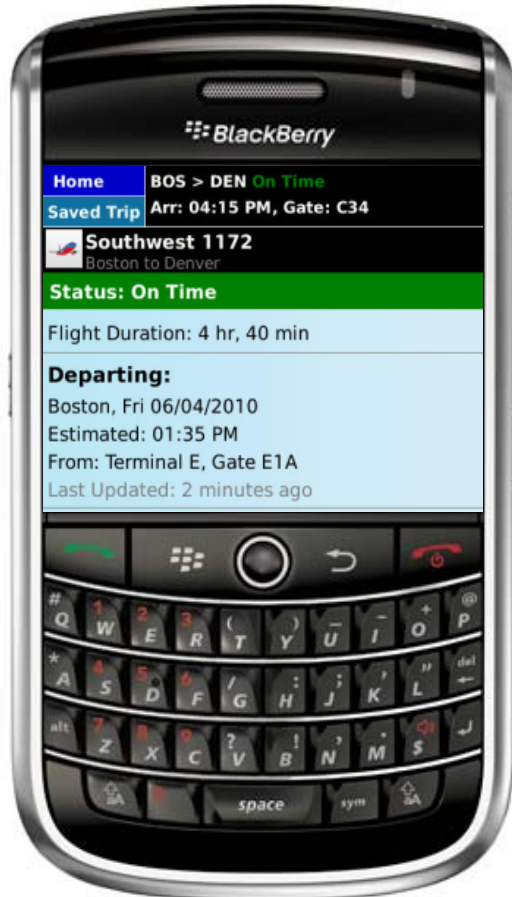
Airport Home Page



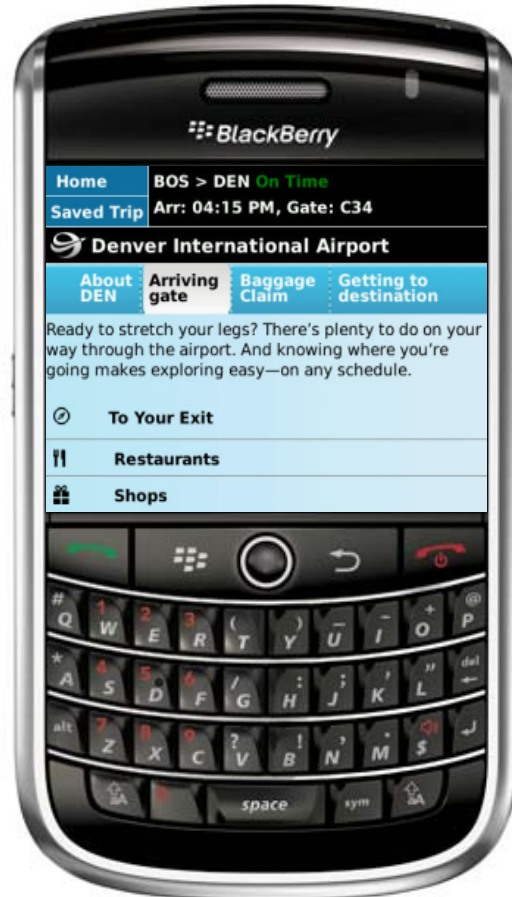
Restaurant List Near Departing Gate

goHow for BlackBerry Application Flow

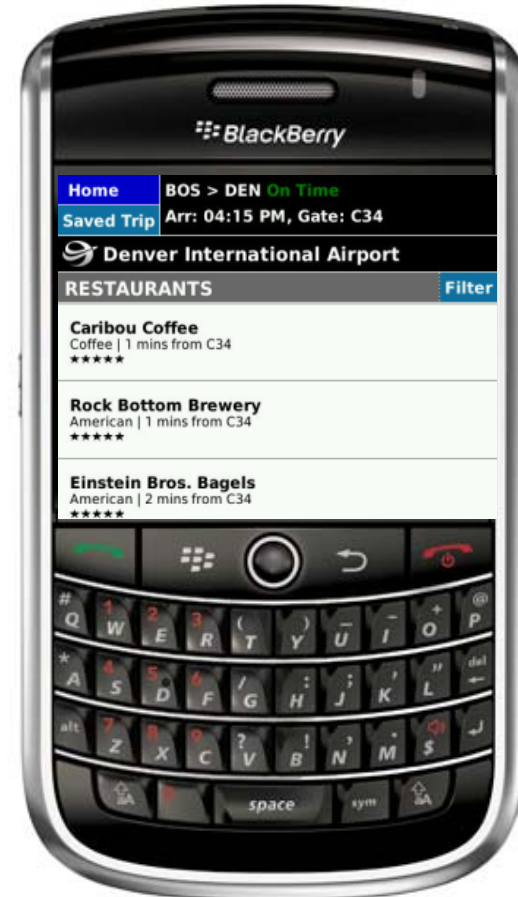
The Blackberry version of goHow provides the same functionality designed in a format that works across a range of Blackberry devices:



Flight Status with Push Updates



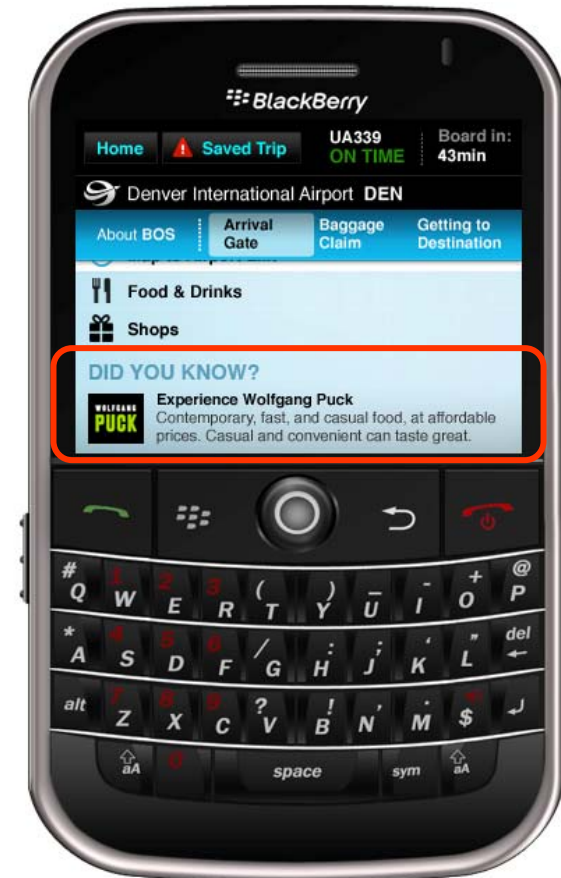
Airport Info in Context of Gate



Detailed Concession Info with Ratings & Feedback

Mobile Airport Journey

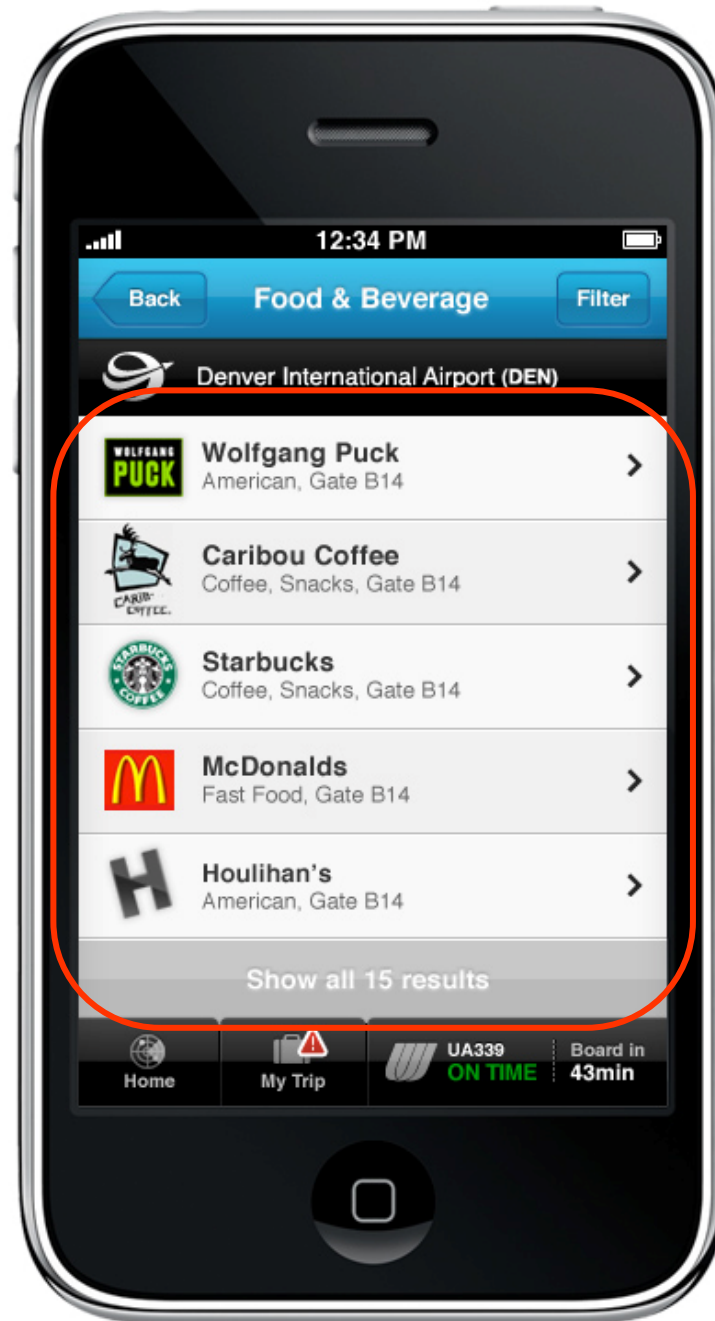
Did You Know



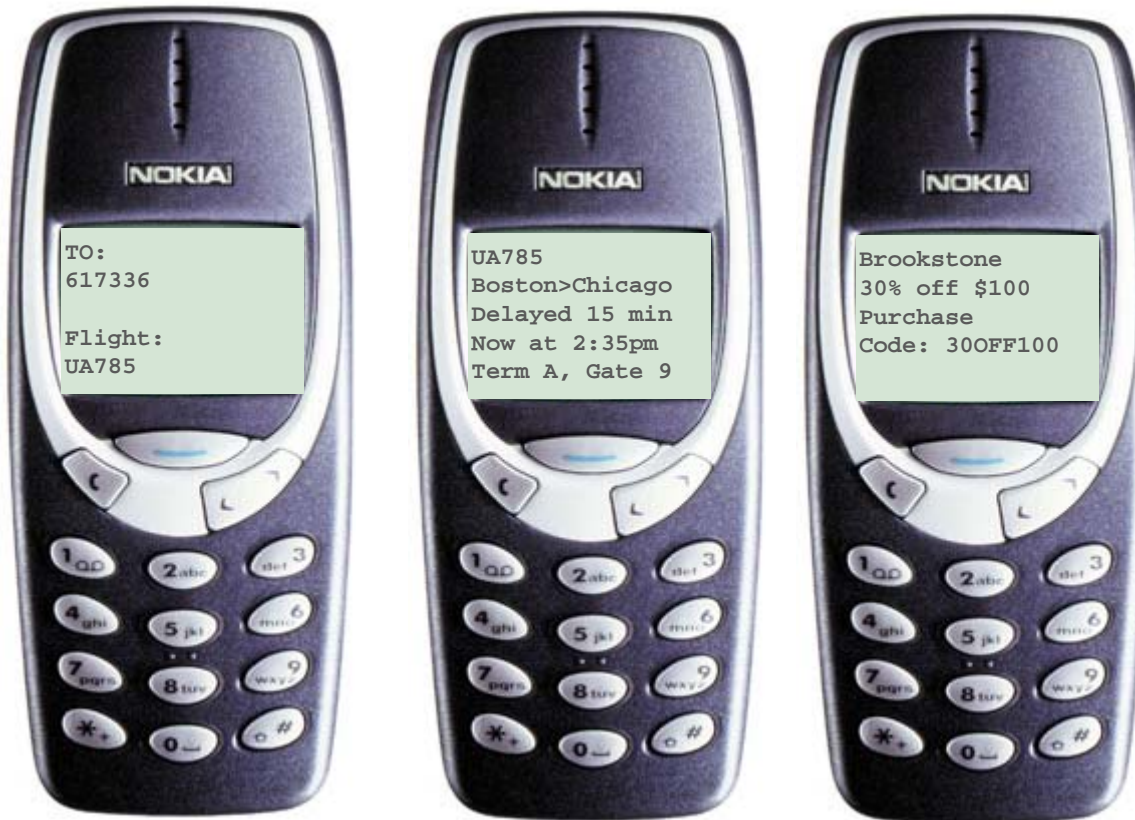
Mobile Airport Journey

Preferred Placement

The Preferred Placement advertising is displayed to the user prior to going to the list page. The user needs to click "Show All Results" to go from the Preferred Placement advertising to the list page.



Even For Those Passengers New to the Air Travel System – Many of Whom Will Not Have Smartphones - It is Essential to Create Programs Airport-Wide to Accommodate Them



Heure Actuelle: **5:45:18** PM CST Terminal **D**

PORTES:

- ✈️ ➡️ Portes 28-40
- ✈️ ⬅️ Portes 6-25

SERVICES:

- 🚻 ➡️ Toilettes D23
- 🚆 ⬅️ Train D21
- 🚶 ➡️ Passerelle D40
- 🧳 ⬅️ Salle Livraison Bagages

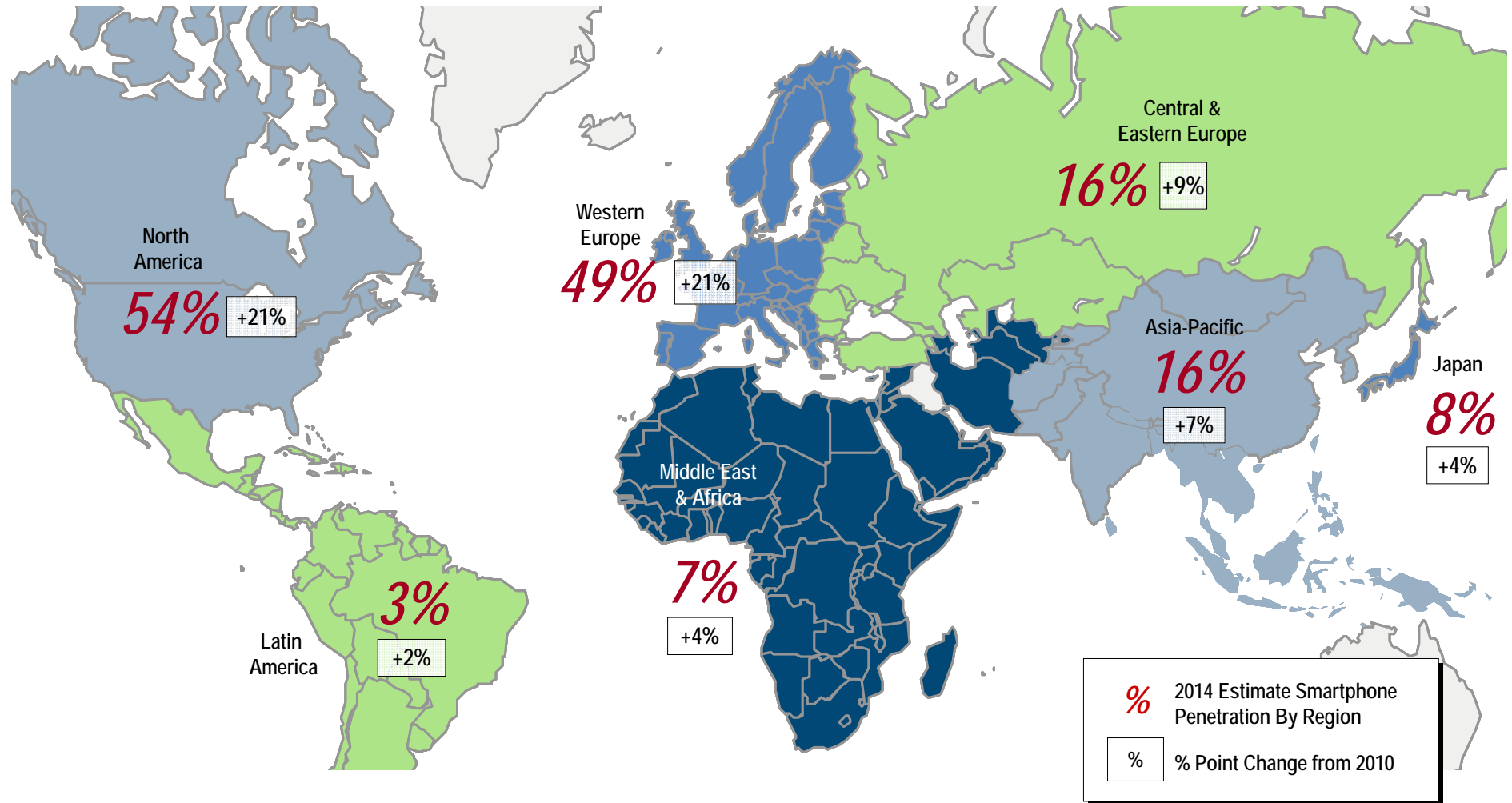
DESTINATION RECOMMANDÉ

- ➡️ Hippopotamus D14
- ➡️ Ritazza D9
- ⬅️ Grand Comptoir D21
- ⬅️ Cecile & Jeanne D7

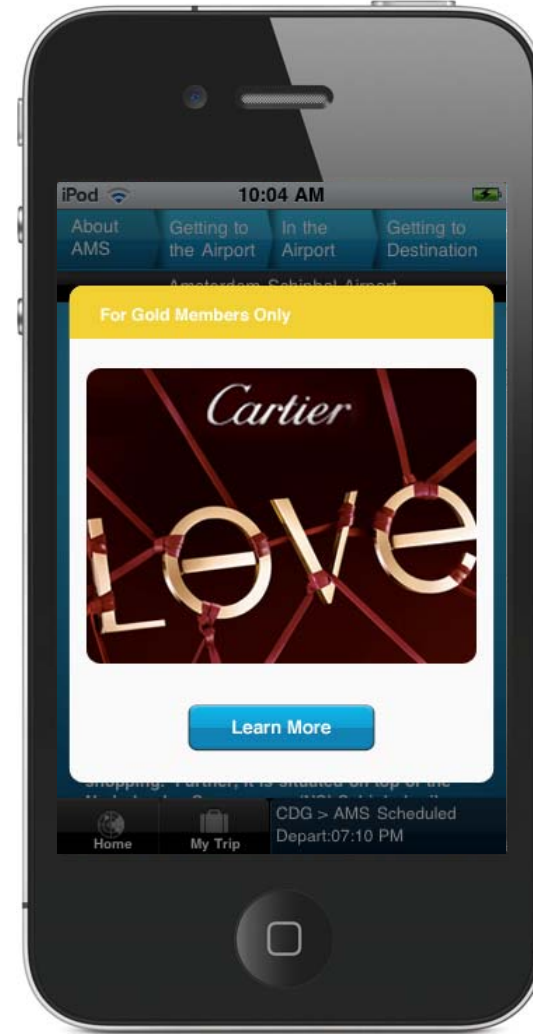
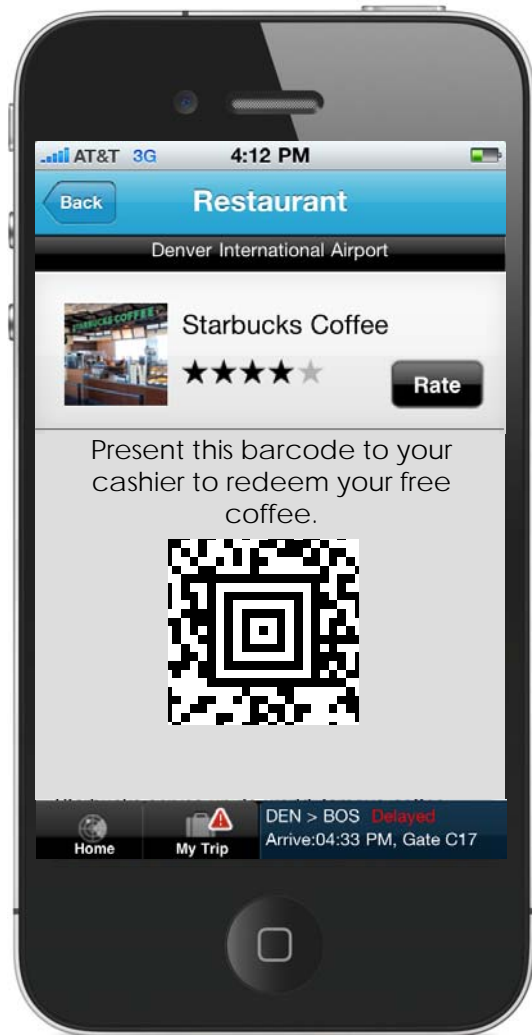
love Cartier

AÉROPORTS DE PARIS

As the Penetration of Smartphones Continues to Increase...



... Demand for Real-Time Access to Personalized Information Will Increase





How and When the Airport and Its Operators Communicate with Your Passengers Will Drive Their Satisfaction, Their Spending, Their Loyalty and Your Competitive Advantage



Thank you!

Thank you for your time today

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and

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+1-303-342-2250