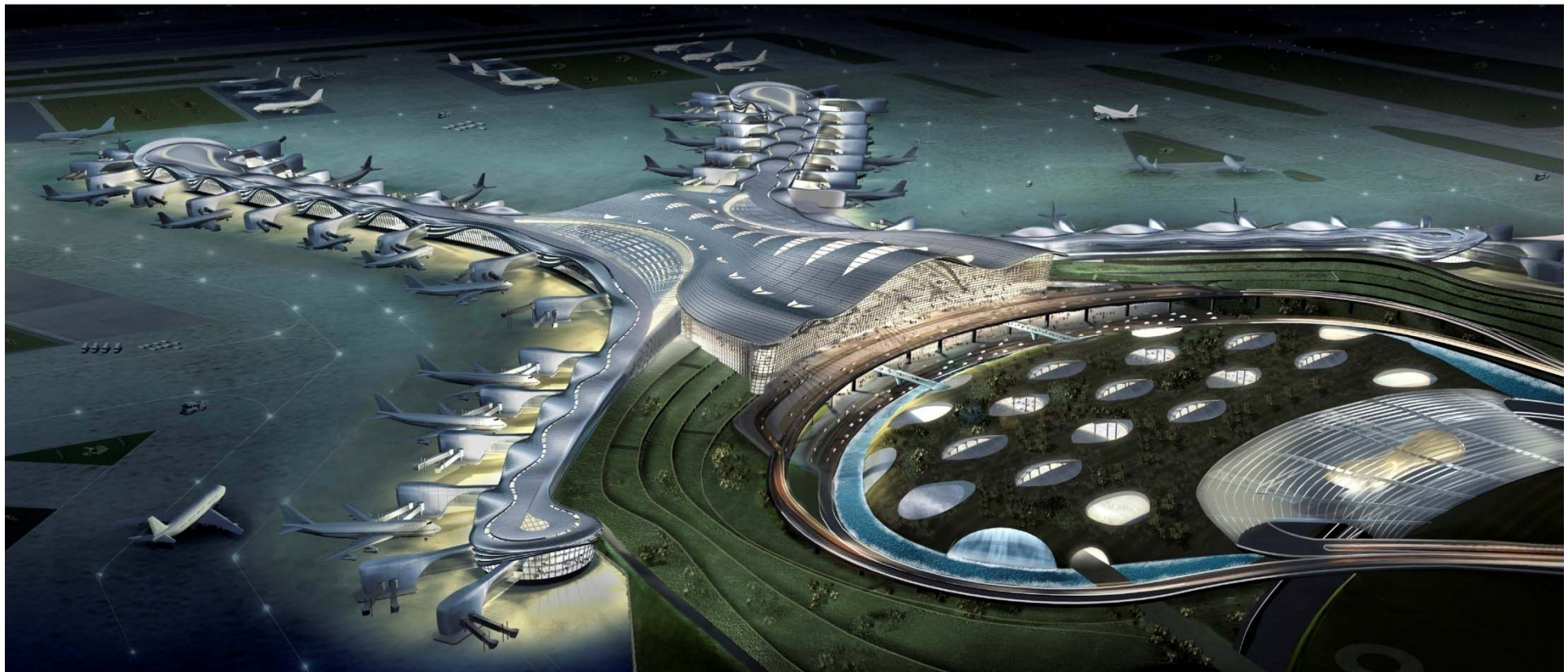# Using IT to Meet Passenger Expectations and Improve Revenue

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Agenda

✈ Using IT to meet passenger expectations

✈ Defining the role of IT in the development program

✈ Airport retail loyalty schemes

✈ Summary & Conclusion

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Using IT to Meet Passenger Expectations

✈ In 2008 ADAC took a strategic decision to centralise IT across the entire airport campus

✈ 13 separate networks and 9 IT departments became one

✈ Quick wins were identified to use IT to improve the passenger experience

WebFIDS	BCBP	Consolidation
Free WIFI	CUSS	Airlines
Free Internet Kiosks	CUTE Improvements	Single 24/7 Helpdesk

Quick Wins

✈ WebFIDS

- Improved distribution of key flight data to all
- Give the passenger comfort
- Generates serious revenue

✈ Free WiFi

- Acquired WiFi assets
- Setup a Landing Page
- Placed a link to Skytrax
- Landing page becomes valuable, sponsorship funds the service

✈ Free Internet Kiosks

- Placed 65 free internet kiosks across the airport
- Same backend as Free WiFi

Quick Wins

→ ## CUTE & CUSS Kiosk Implementation

- Adding infrastructure and options to airlines and passengers
- More than 50% of departing pax can use self service already
- Reducing dwell time, get the passenger through faster

→ ## BCBP Rollout

- Ensured all airlines pushed to complete BCBP
- Became first major airport in the region with 100%
- Obtaining passenger data

→ ## Infrastructure Consolidation

- 13 networks became 3
- Setup centralised data facility
- Providing IT services to key airlines and tenants

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Abu Dhabi International Airport: Skytrax World's Most Improved Airport in 2009-2010

The Skytrax Award:

✈ A leap of 47 places up to position 26

The ACI Service Quality Award:

✈ Most improved airport in the Middle East

Recognition by passengers for our investments and improvements at one of the fastest growing airports in the region and the world

Defining the role of IT in the development program

✈ ICT Master Plan was completed in 2008

✈ Quick wins are complete

✈ IT - Key parameter for the MTC delivery

✈ Preparing for the MTC

"What do our Customers Expect?"

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Dwell Time Challenge…

A. Brands and Retailers dream of maximising passenger dwell time in commercial areas

B. IT can assist by providing:
   - Web or Kiosk Check-in for all airlines
     - Optional Upgrade Payments
     - Doc Check
     - Bag Tag Printing
     - Self Service Bag Drop

   - Mobile BCBP

   - E-Immigration

   - Registered Security Screening Program

   - Mobile device Apps for flight and airport status updates

   - Self Service Boarding

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...also driving other opportunities

C. Commercial and interactive entertainment that improve the airport experience

- ➢ Airport website

- ➢ Mobile device apps for airport information and wayfinding

- ➢ Touchscreen wayfinding

- ➢ Interactive FIDS

- ➢ Entertainment options

- ➢ Online Commercial Services (Car Parking, Hotel Reservation, Duty Free, etc)

- ➢ Free WiFi

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Loyalty Schemes

✈ Can loyalty be created for Airport retail?

✈ Can Tesco Clubcard be replicated?

- Clubcard is a large IT system
- Tracking all your purchases and datamining to ensure
    - Offers meet your purchasing needs
    - Similar products are offered to you

✈ Challenges

- Loyalty scheme needs scale
- Large IT infrastructure to host and process data
- The loyalty scheme brand has to be strong for the consumer

Travellers aren't loyal to airports…

✈ Airlines Used this Year

- Etihad
- Qatar
- Aerolineas Argentinas
- WizzAir

- EasyJet
- Emirates
- Jet Airways (EY Codeshare)
- United (Ticket through EY)

✈ Airports Used this Year

- Abu Dhabi
- Kochi
- Kolkata
- Mumbai
- Dubai
- Chicago
- Orlando
- Brussels

- Milan
- Cluj
- Timisoara
- Luton
- Manchester
- Leeds
- Copenhagen
- Istanbul

- Buenos Aires (EZE & AEP)
- London (LHR)
- Doha
- Iguazu
- Calafate
- Ushuaia
- Bariloche
- Budapest

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What can be done?

✈ Hub Airlines Partner

- Airlines are very protective of their loyalty schemes
- Large scale IT integration required to share the data
- Is there reality in Airlines sharing pax info?

✈ Retail and F&B Concessions

- DFS, World Duty Free, Aldeasa, etc
- HMS, SSP, etc
- Have the global reach but would require agreement with all their airports
- Sharing data between multiple airports becomes difficult at the IT level
- Brand Identity & Protection?

What can be done?

✈ Collaboration between Airports

- Groups of hub airports offer a loyalty scheme

- Similar to airline alliances

- IT integration still a problem

- Is the airport brand strong enough to be identified?

✈ Mobile device apps

- UAE has 176% cell phone penetration

- Most frequent travellers carry iPhone, BB or Android

- Location based services allow targeted offers

- Ad space can be sold at a global level

- Requires critical mass to be effective

- +100,000 apps on the market, how to get yours to the top?

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Summary & Conclusion

✈ Abu Dhabi will deploy many of the initiatives in 2011

- Website, Mobile BCBP, Mobile Apps, Self Service Boarding, etc.
- Testing them in our existing terminals
- Ensuring they are ready for the MTC

✈ IT services can be free to passengers while improving your ratings and generating revenue

✈ Mobile devices and smartphones represent an opportunity

✈ How to harness that opportunity, drive loyalty and revenue?

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Any Questions?