



M2mobi

MEADFA

The Future of Retail

Integrating the digital and the physical





?

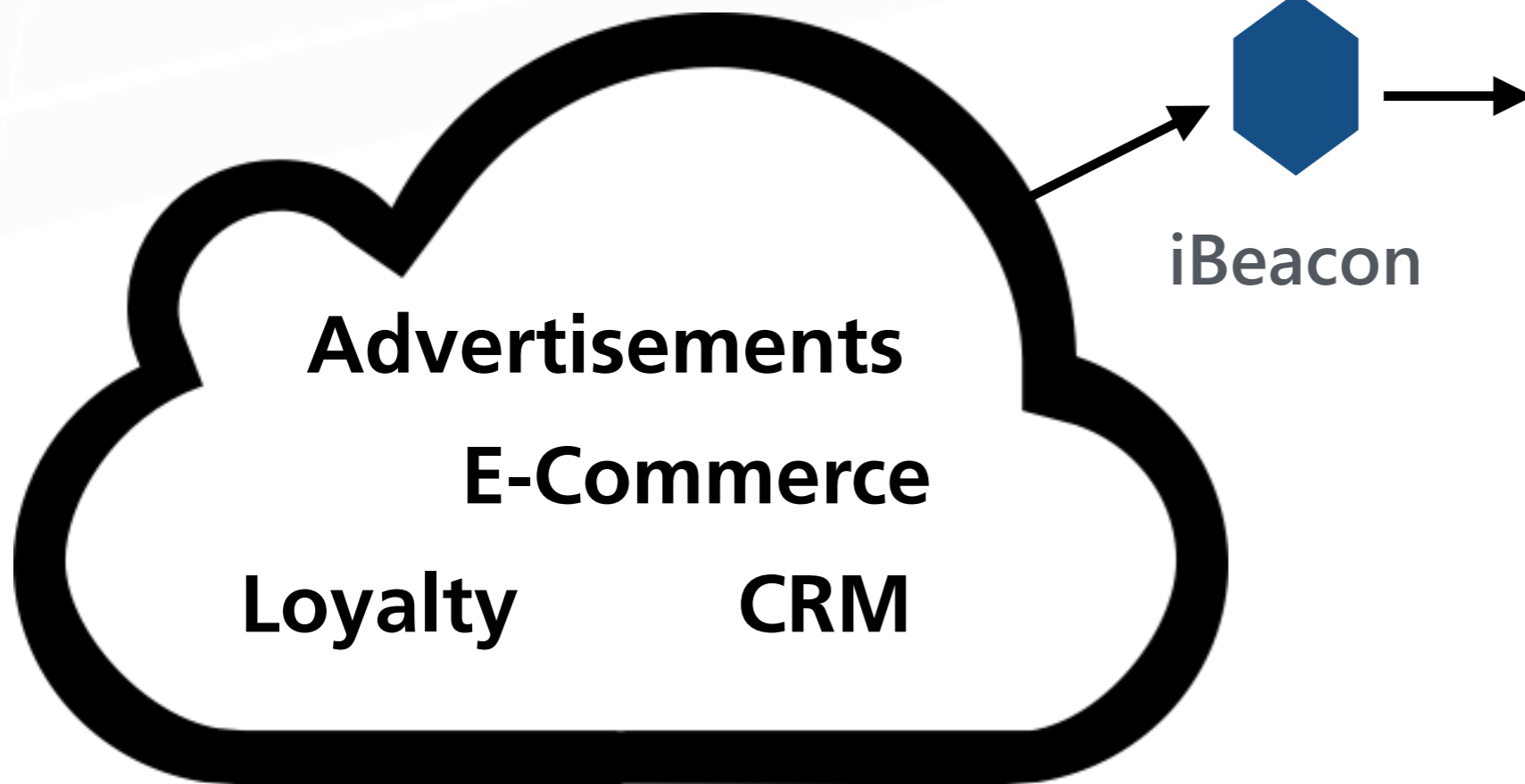
High Street Versus Airport



Two worlds

Digital

Physical





Why?

Is airport retail still so physically focused.

Digital just doesn't work in Airport retail

-OR-

Airport retailers don't know how to apply digital

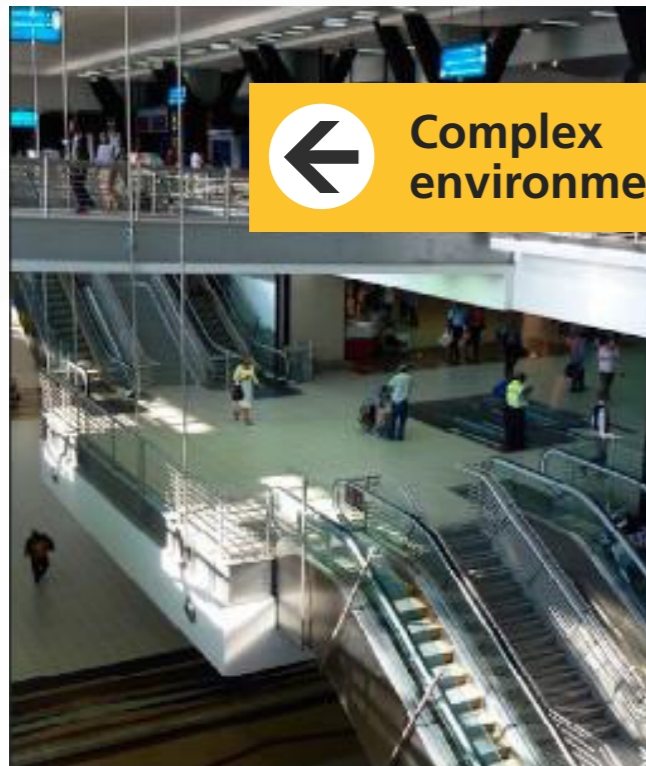


The Passenger Journey

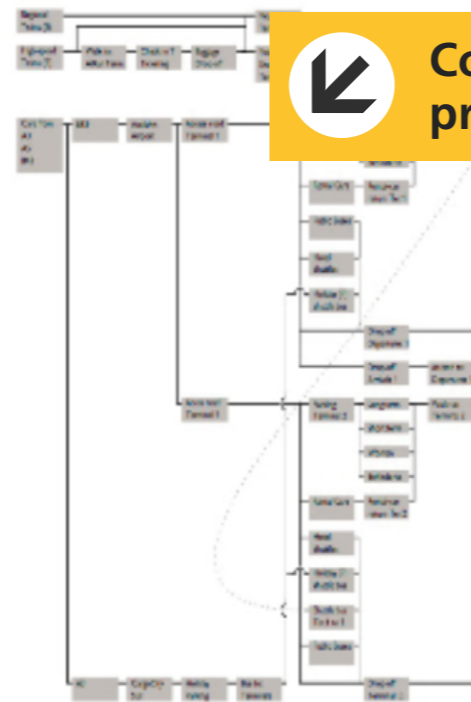


It is a long and winding road to your gate

Finding your way in an Airport

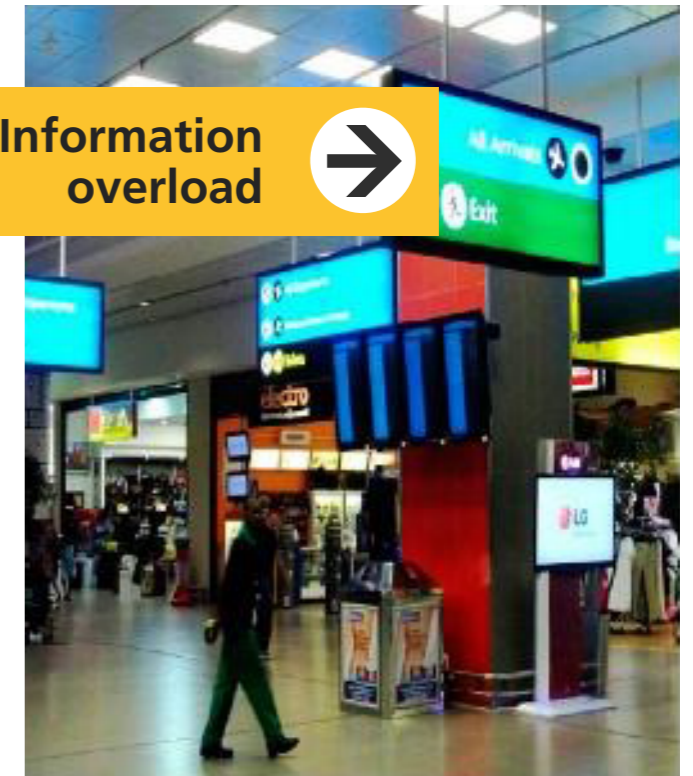


Complex environment



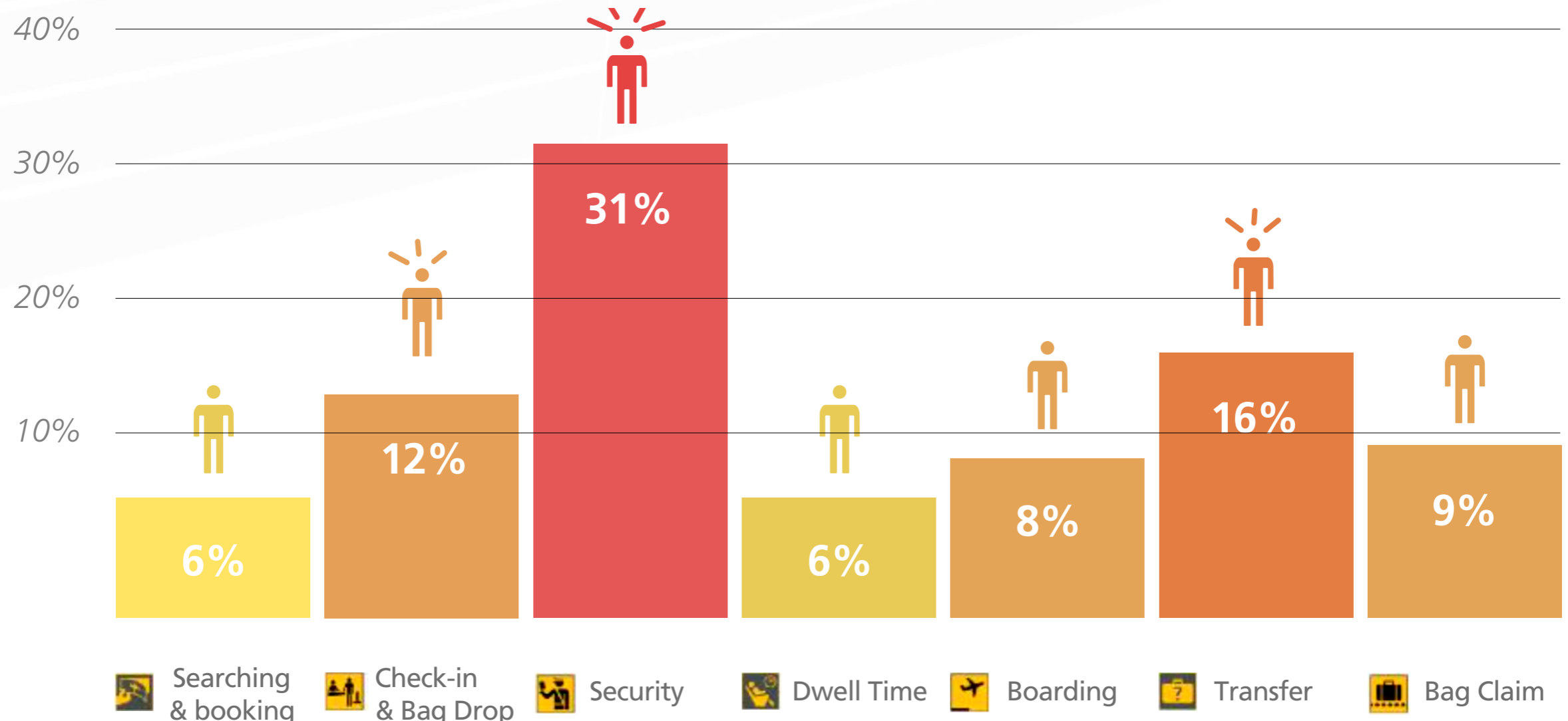
Complex process

Information overload



Which involves lots of stress

Traveler opinion on the most stressful part of the airport journey



Let travellers spent less time waiting at the gate

They will spend more money



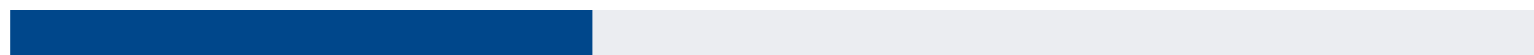
Travel time to Schiphol

63 minutes



Check-in & security

28 minutes



Retail lounges

45 minutes



Pier / Gate

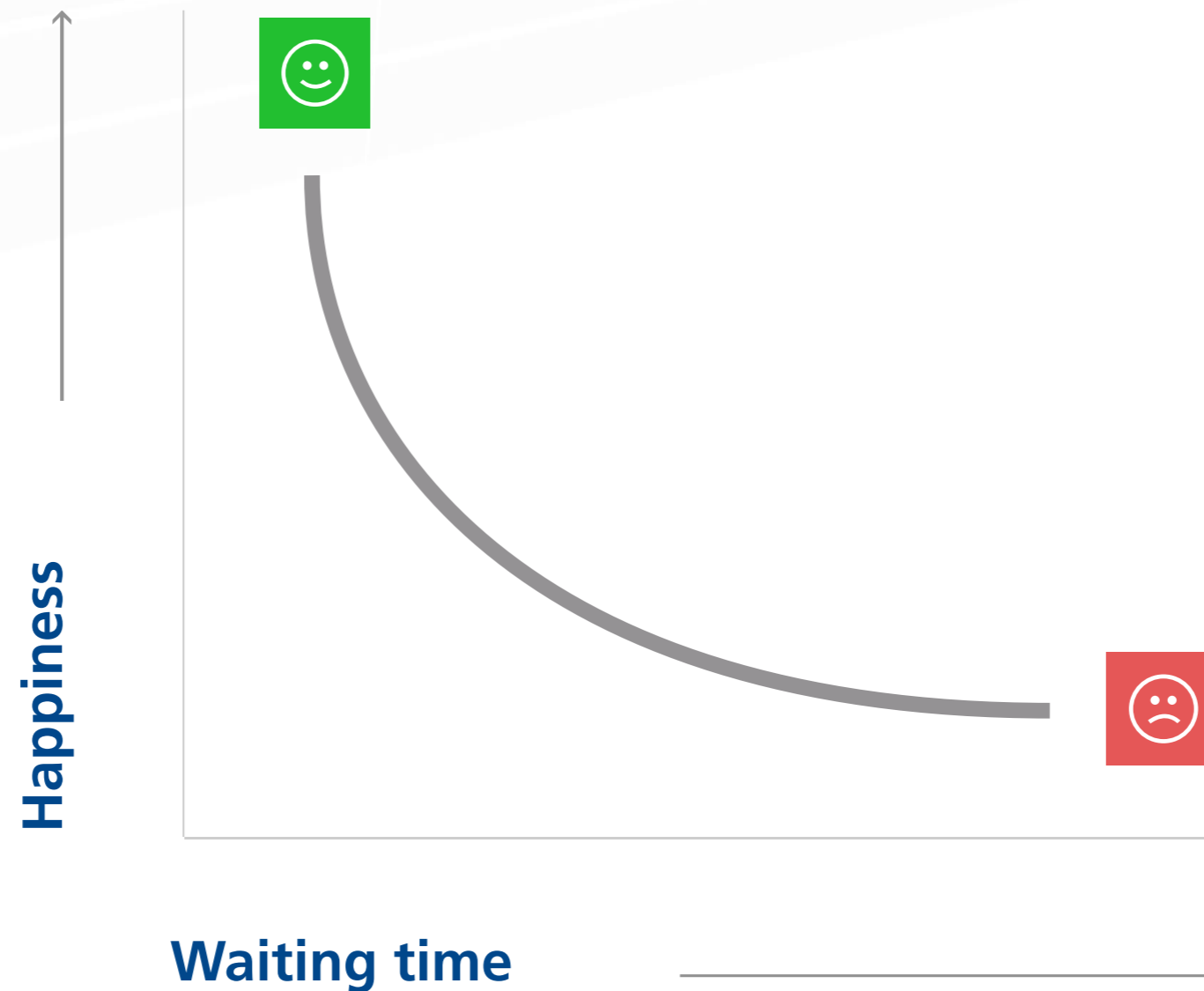
70 minutes



Waiting time is
wasted time

Reduce stress & waiting

Happiness goes down drastically with increased waiting times



Increase fun-time!

Passengers can use the time to shop, relax, or enjoy the airport



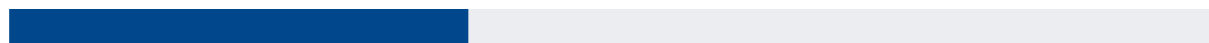
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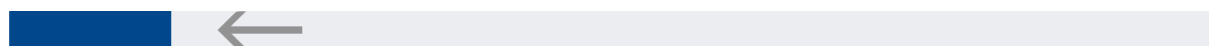
Retail lounges

~~45 minutes~~ **110 minutes**



Pier / Gate

~~70 minutes~~ **10 minutes**



Create digital shopping possibilities



Increase shopping time

Give direct access to airport services

Click and pay



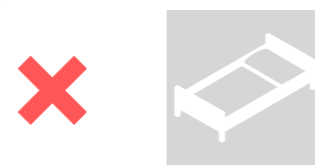
Taxi



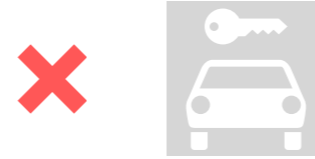
Shops



Parking



Hotels



Car Rentals



Tickets



Public Transport



Food & Beverage



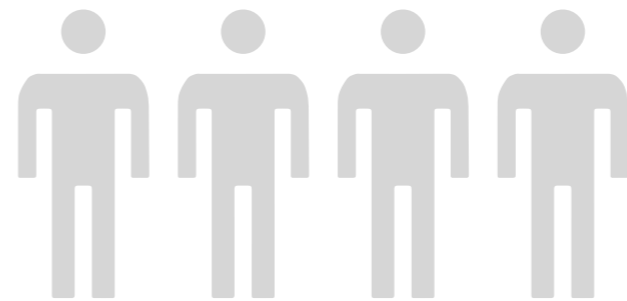
Privium Access

Give more relevant offers

And Passengers will buy

21%

indicated they
did not shop



because they did not get a relevant offer

The Solution

A personal guide



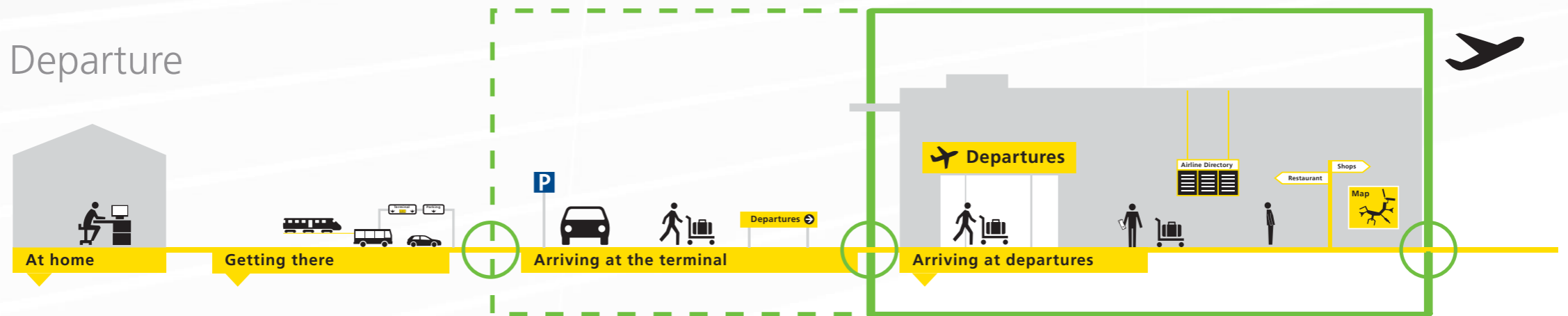


OR: a digital
guide

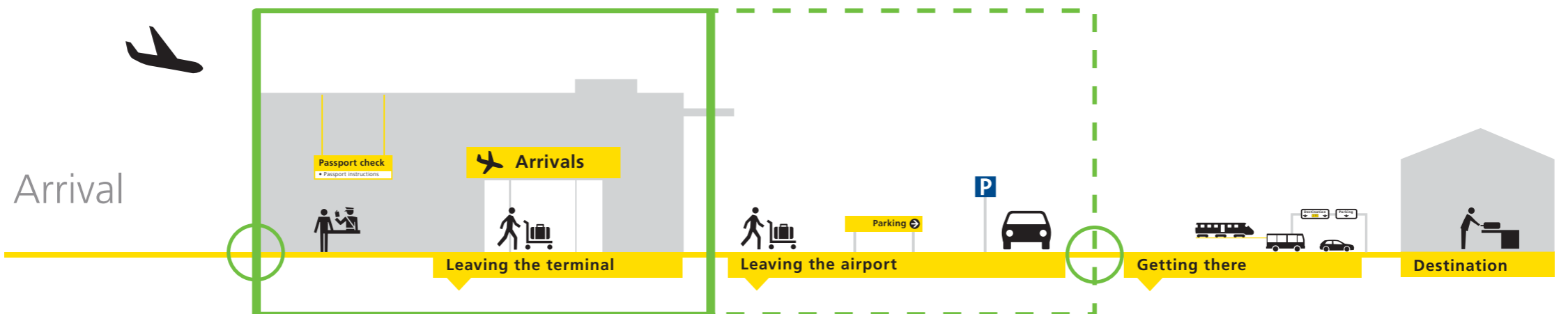
That guides you
on your way



Departure



And deliver door to door travel support



Personalisation: Big Data

Make offers personal

Basing offers on context and profile



Current time



Available time



Location



Profile



Loyalty



Big Data



Destination



Flight duration

Departure



Arrival

What does that look like?



4:21 PM

22%



KL429 to Dubai



20 min.

WAITING TIME



8 min.

WALKING TIME



35 min.

TIME TO ENJOY



Check-in desk 19

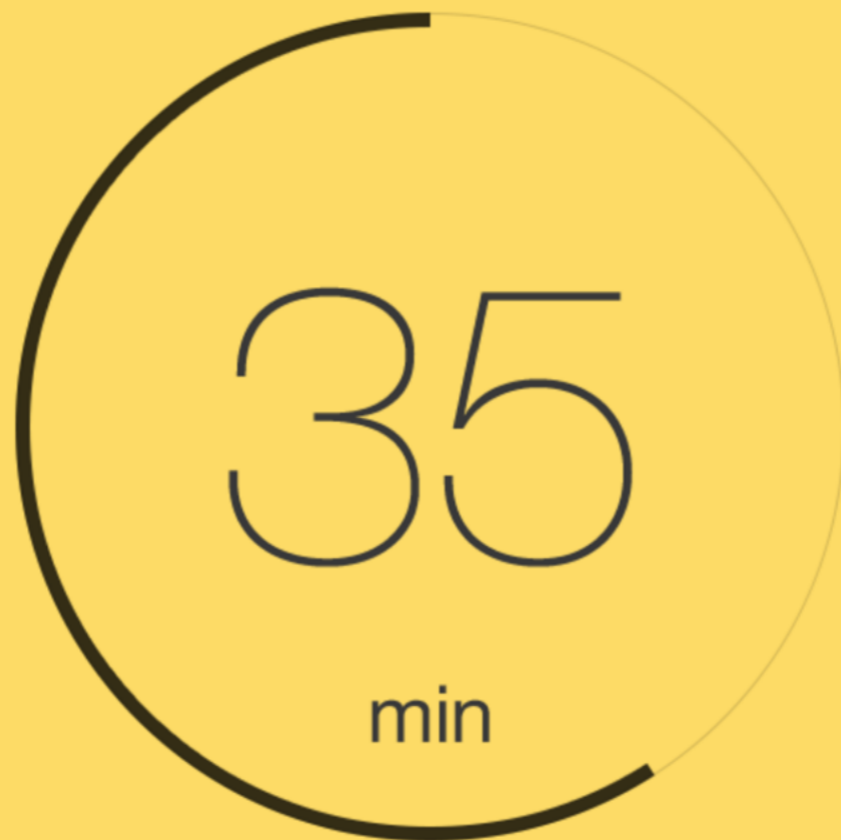


4:21 PM

22%



KL429 to Dubai



Check-in desk 19

21:15 Dubai Intl Airport
AKQ4004
15 minutes

B22 ↗



7-hour flight?
Sweet dreams!

€ 19,⁹⁵

35

Deliver to my gate →



It's sunny in 28°C 
Barcelona
€ 109,⁹⁵

Buy now 

19:00 Seoul Icheon Airport
AKQ4003
10 minutes

D37 ←



The world's
best prices

Incheon airport: € 219,⁹⁵
Schiphol airport: € 189,⁹⁵



Deliver home





16:45 Barcelona El-Prat Airport
AKQ4002
🚶 5 minutes

B23 ↙

30-minute suggestions



Lasagne
bolognese
€ 12,55

Hamburger & french fries	€ 12,95	10 mins
Entrecote and beans	€ 18,95	25 mins
Panna cotta	€ 4,95	5 mins
Tiramisu	€ 3,95	5 mins
Crème Brulée	€ 6,25	10 mins



Bring it to me





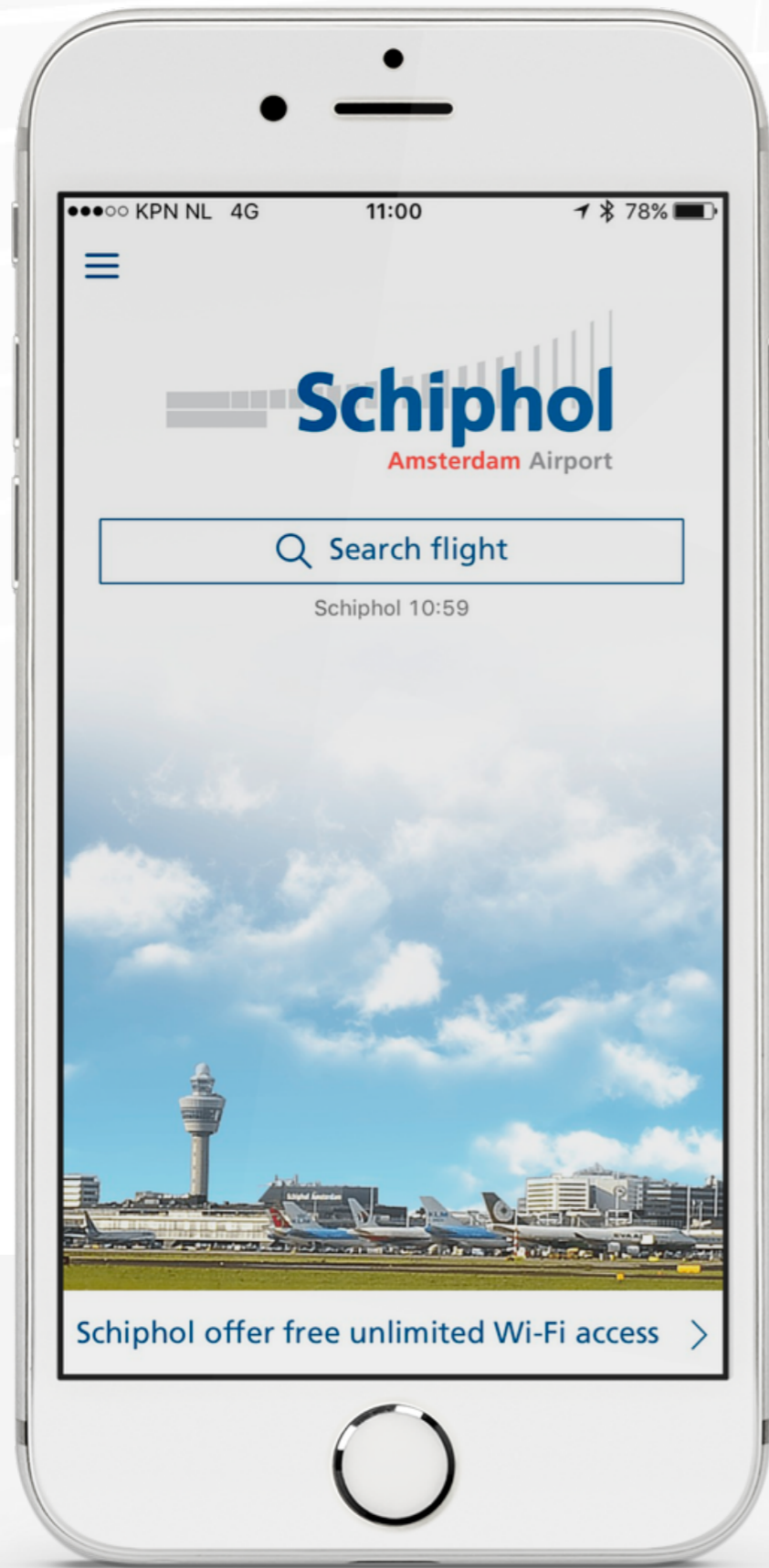
The Airport that knows where you need to go





Schiphol App

Case



We created the #1 airport app worldwide

Best airport app



Schiphol App



21 million
+
downloads



Started in 2010



Big success for Schiphol



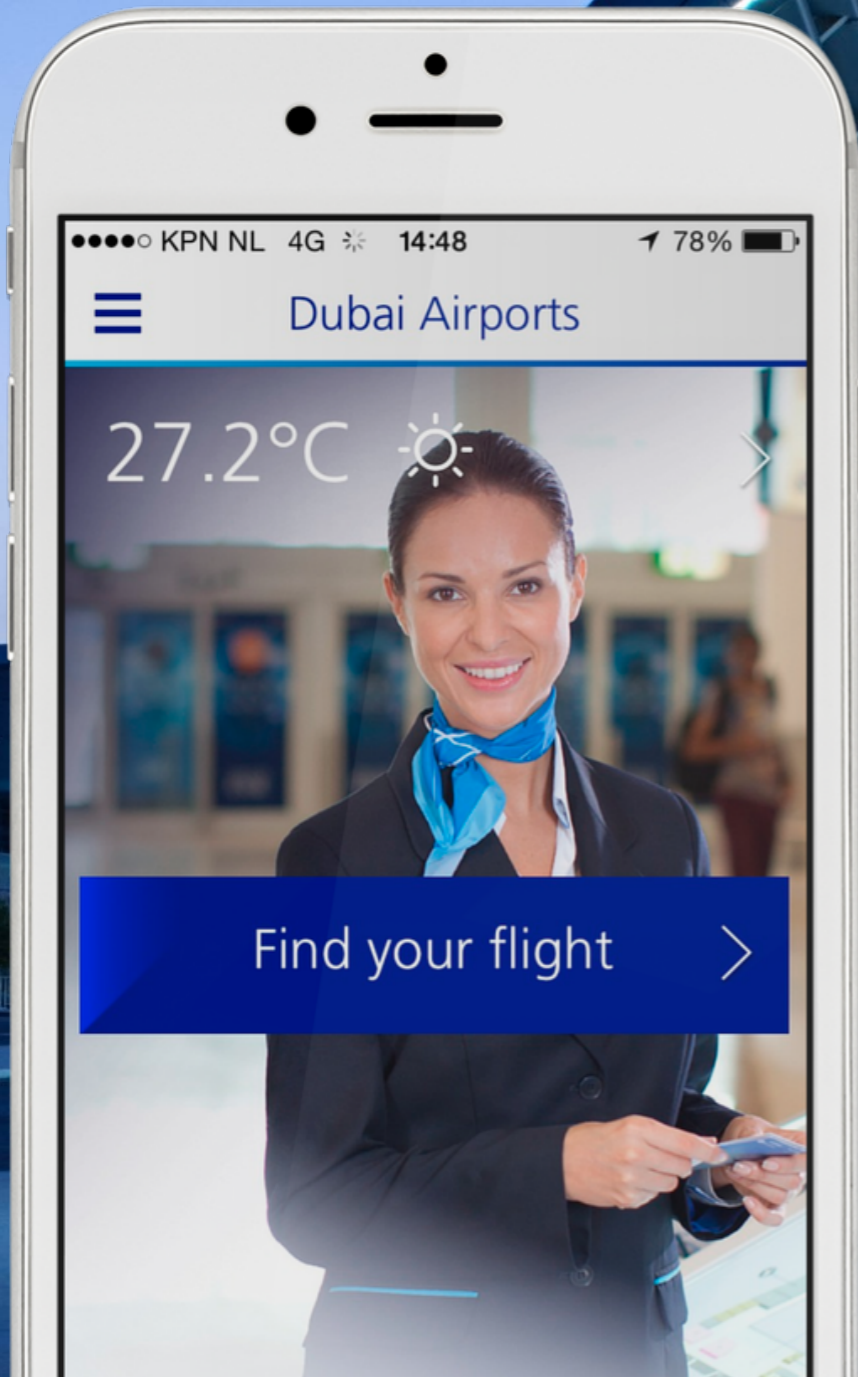
Awarded 4 times as the
best airport app worldwide



Base product with
continuous improvement

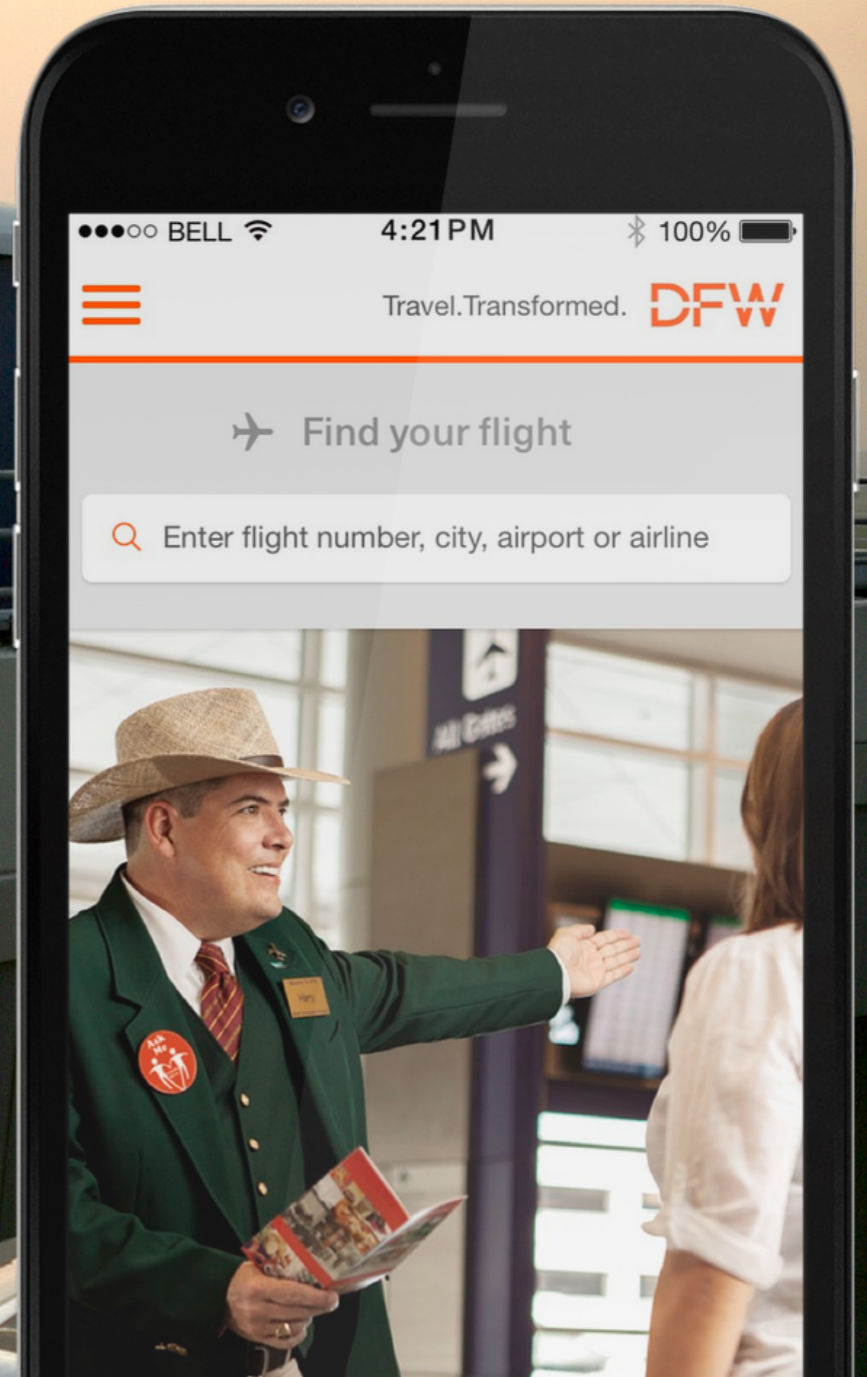


Dubai Airports
Connecting the World





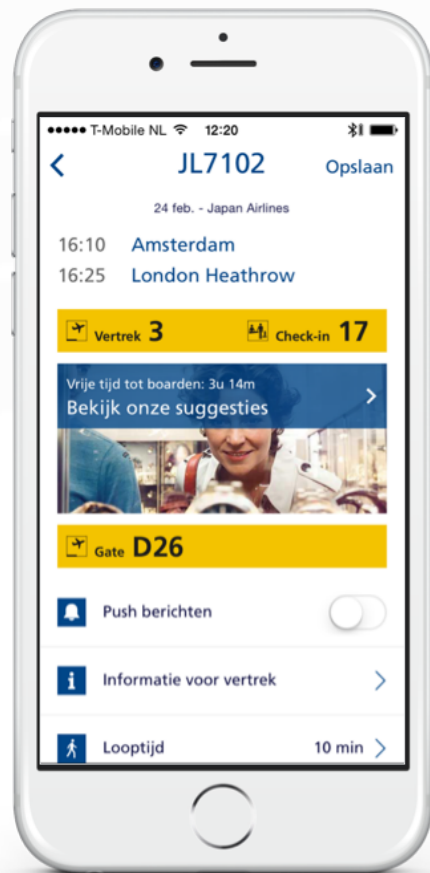
DALLAS
FORT WORTH
INTERNATIONAL
AIRPORT





Available on all platforms

For all platforms



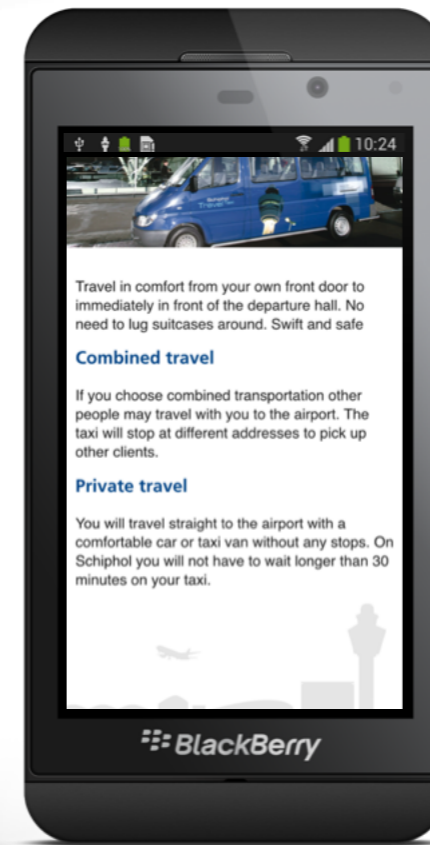
iPhone



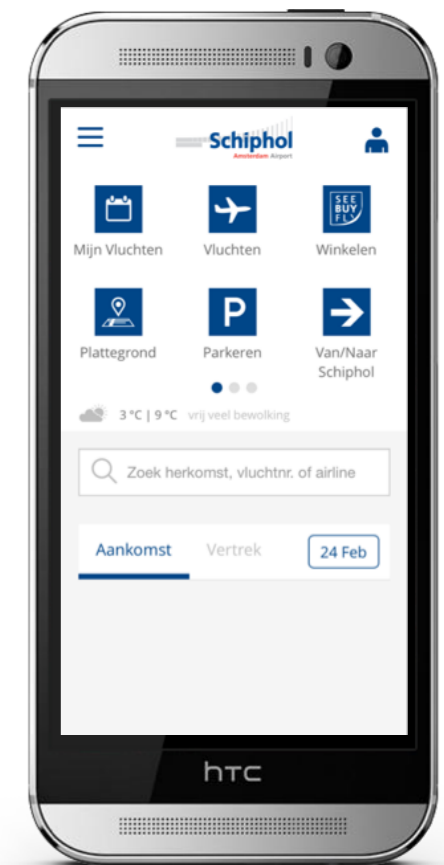
Android



Windows



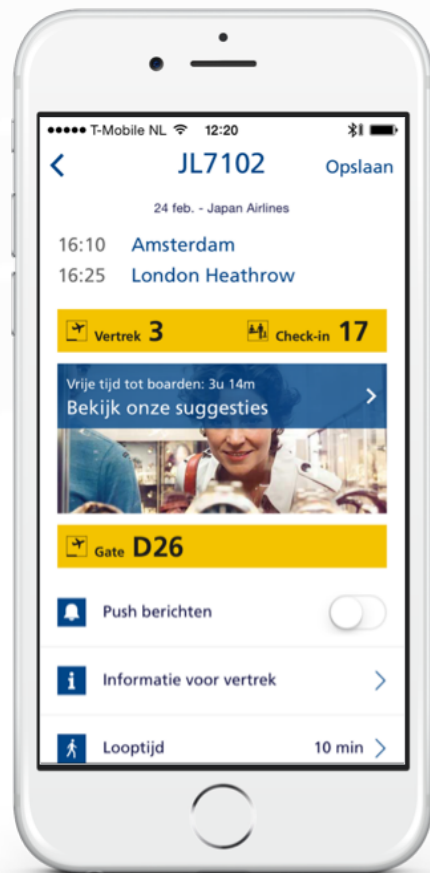
BlackBerry



Mobile Web

Available on all platforms

For all platforms



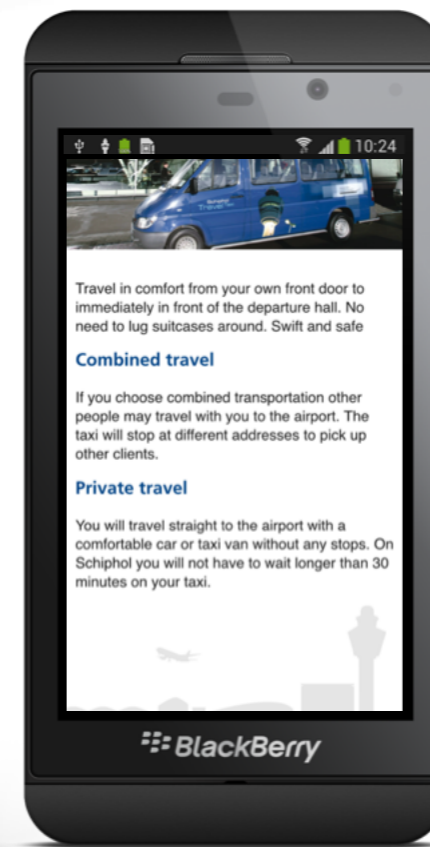
iPhone



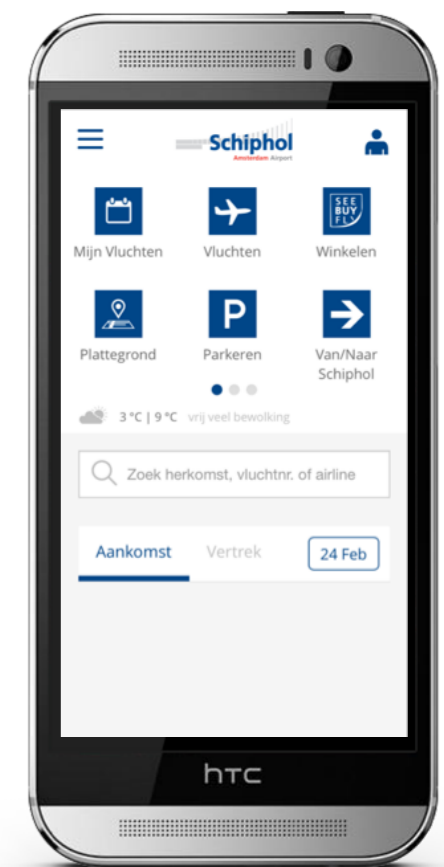
Android



Windows



BlackBerry



Mobile Web

Build for traveler's needs

Emotional needs

Experience

**Time to enjoy,
shop, vouchers**

Physical needs

Eat, drink, toilet, sleep

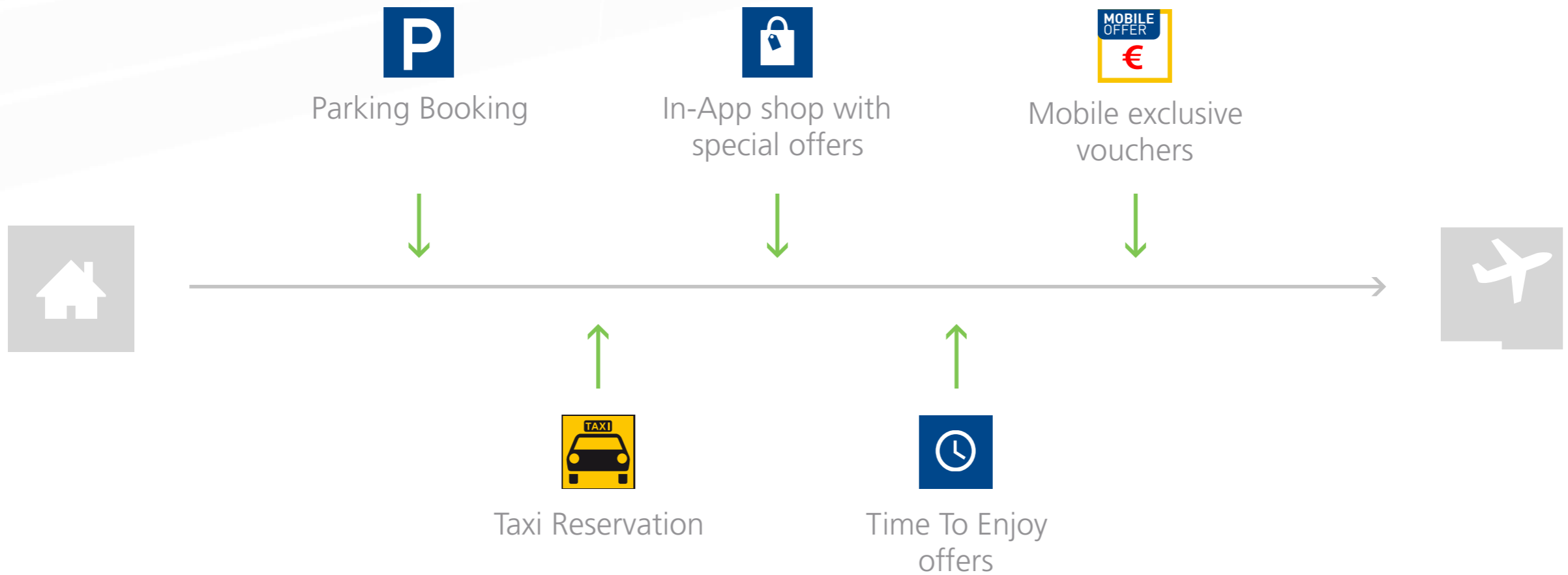
Search map, food & beverage

Proximate needs

Catch flight

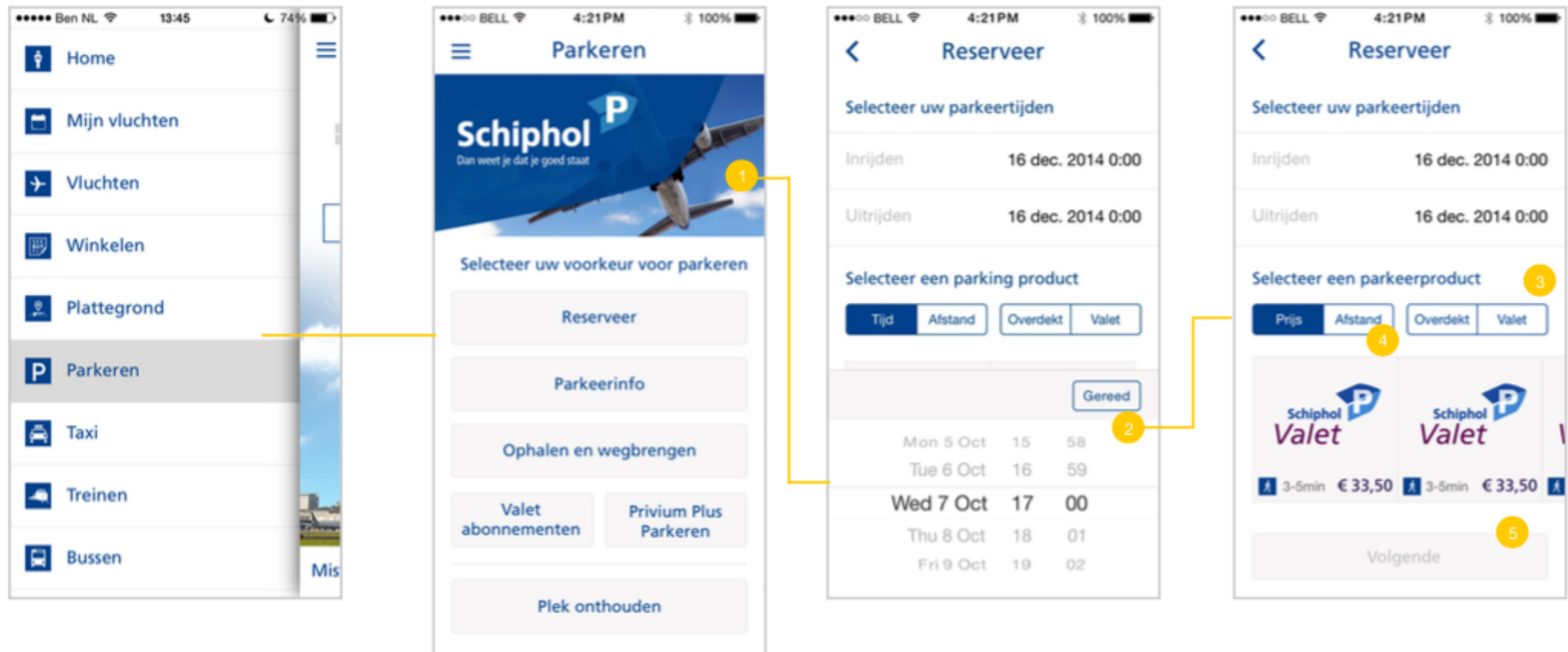
To & From, Flights, Parking, Taxi, Map, Indoor Wayfinding

We offer multiple incentives to spent



Booking a parking space

We minimised the process steps needed to make booking even faster.



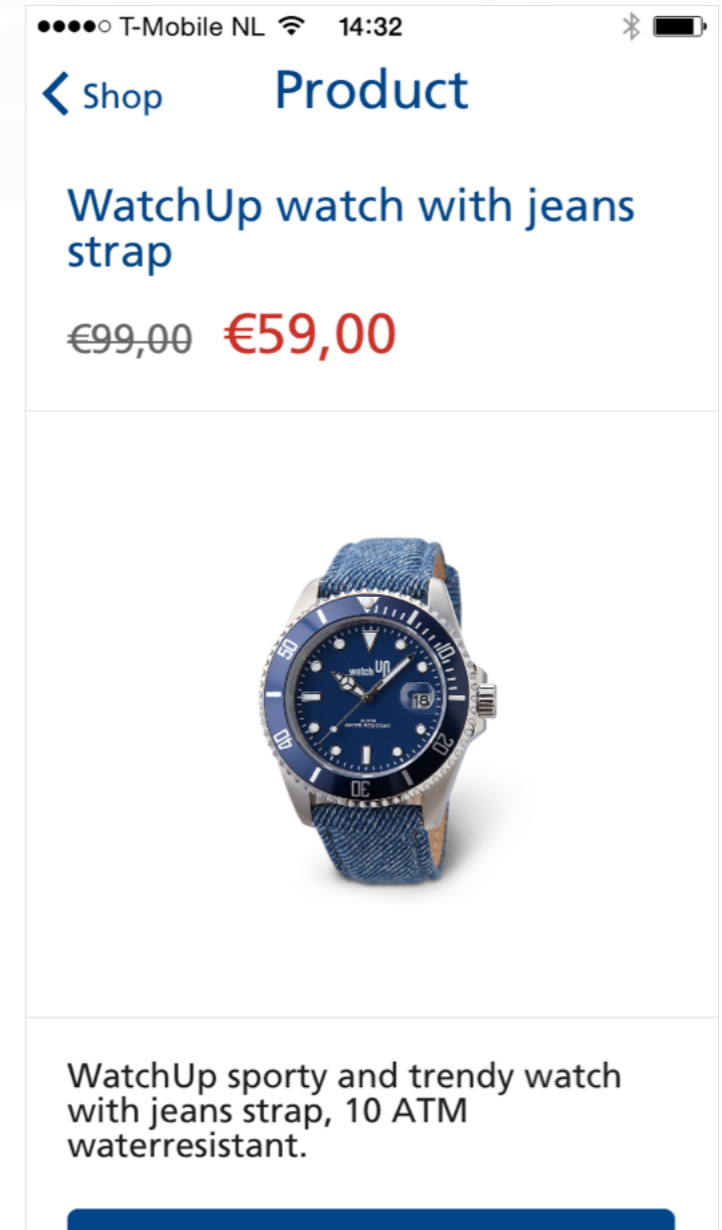
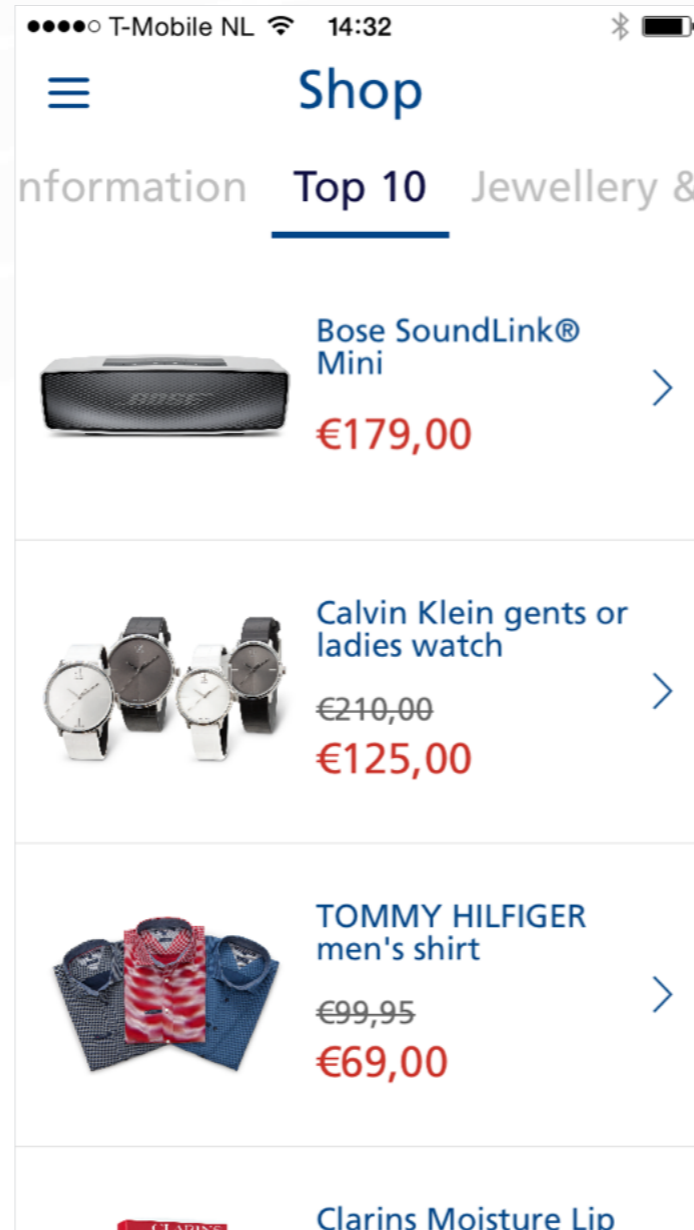


In-App Taxi Reservation

GX-31

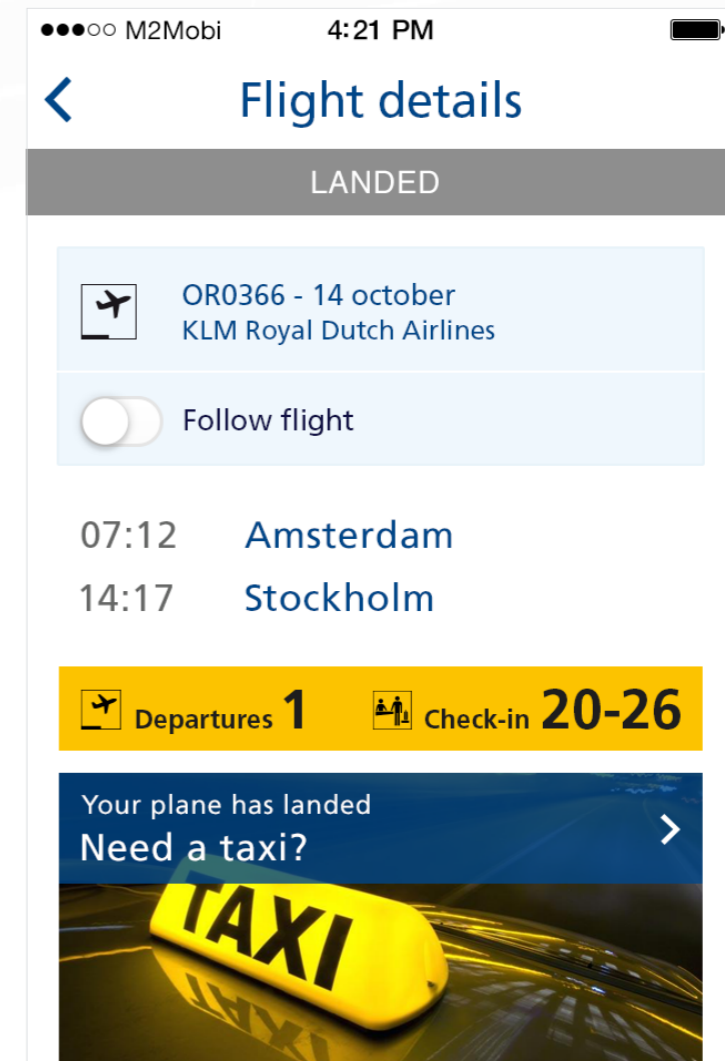
Shop with special offers

Products are offered with a special discount.



Time to Enjoy!

Based on the traveler's context we offer targeted things to do



🕒 Departure traveler with 4 hours 23 minutes left

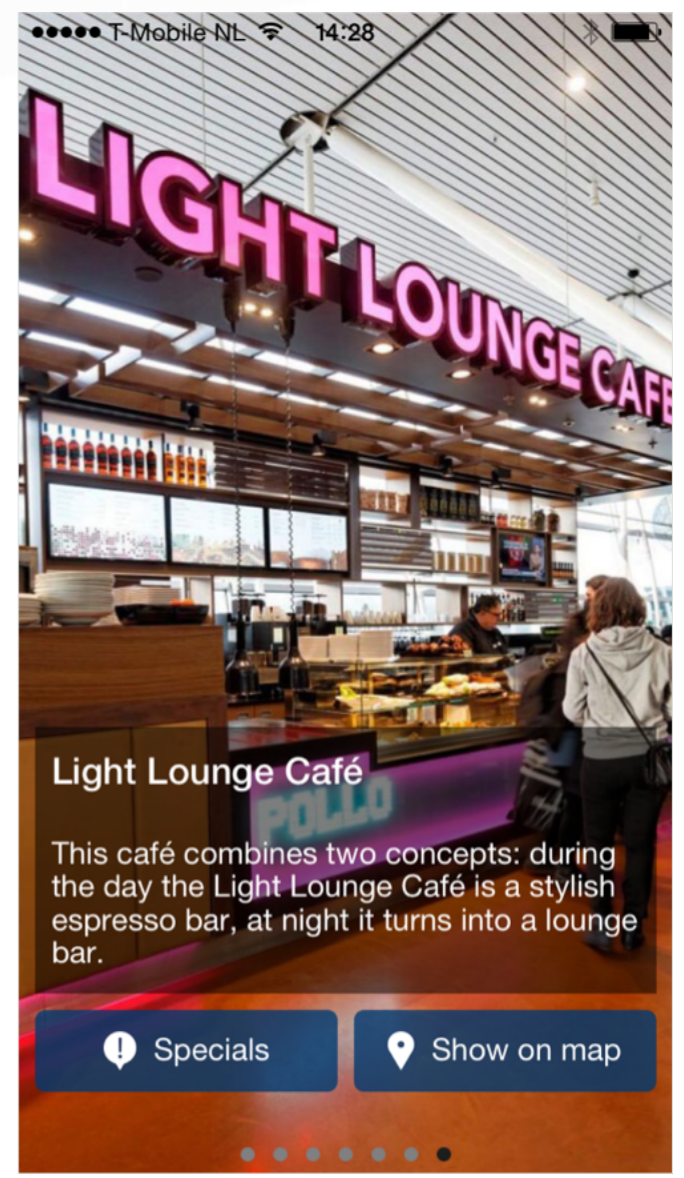
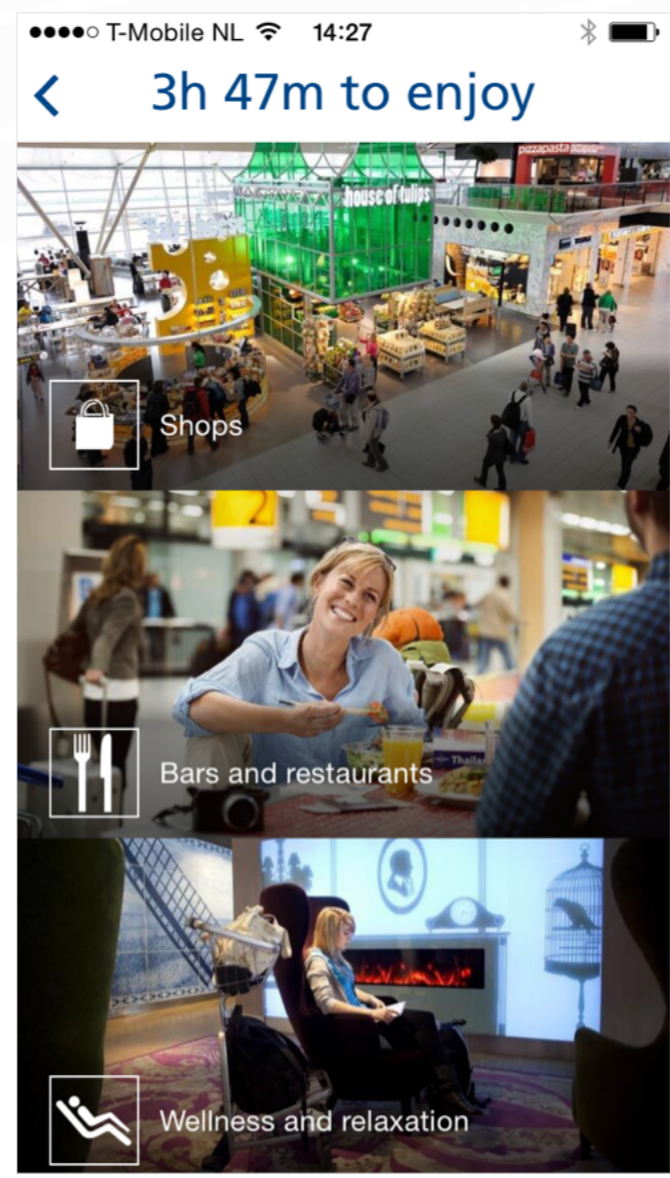


🕒 Departure traveler with 23 minutes left

✈️ Arrival passenger who's plane has landed

Shopping made easy

Find your favourite shops and receive special offers



Shopping vouchers

Departing passengers get three exclusive vouchers 3 hours before they fly.

These offers will be seamlessly integrated with the indoor navigation experience.

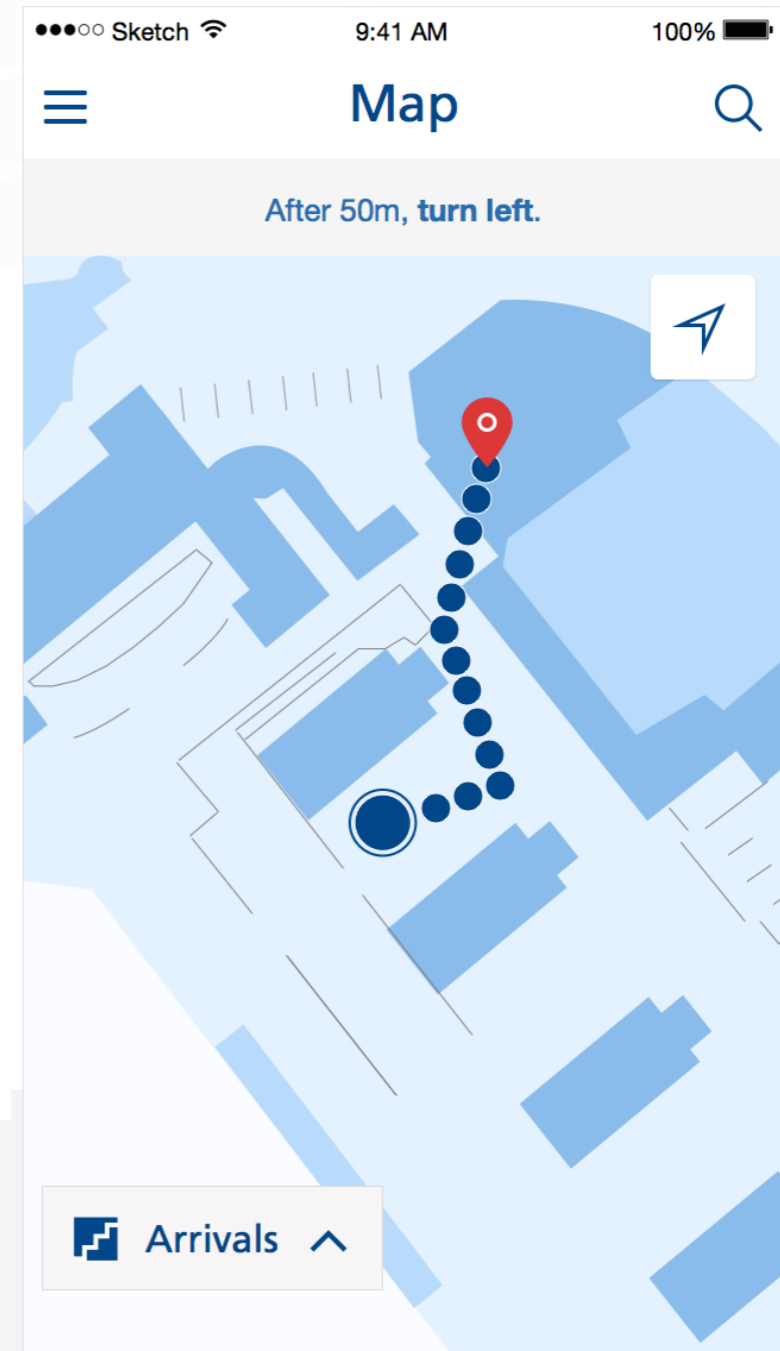
The image shows a mobile application interface for a shopping voucher. At the top, the status bar displays 'KPN NL 4G', '17:27', and '31%' battery. Below the status bar, there is a navigation bar with a back arrow, the flight number '9W6823', and the title 'Vouchers'. The main content is a promotional banner for Bose QuietComfort 25 headphones. The banner features the text 'MOBILE OFFER' in a blue box, the Schiphol Amsterdam Airport logo, and the Bose logo. Below the logo, it says 'QuietComfort® 25' and 'Enjoy premium sound and travel in silence with these noise cancelling headphones.' Two pairs of headphones are shown: one black and one white. At the bottom left of the banner, the price '€269,-' is displayed in large red font. At the bottom right, there is a blue button that says 'Available in the Electronics shops →'. Below the banner, there are three dots indicating a carousel of offers.

With Point to point navigation

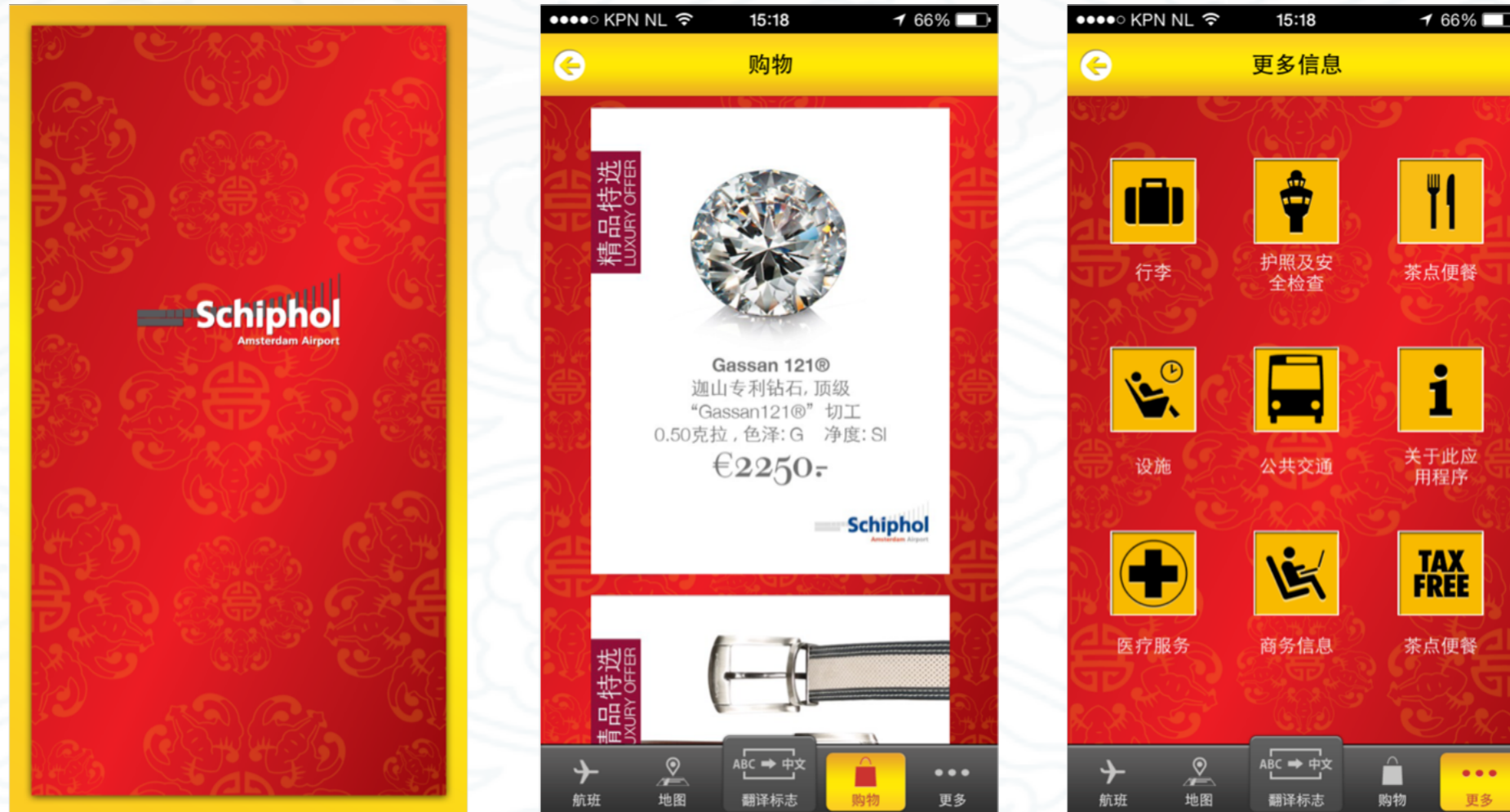
We redesigned our airport map for even easier indoor way-finding

With < 5 meter accuracy

And a < 2 seconds time till first location fix



App for Chinese travelers

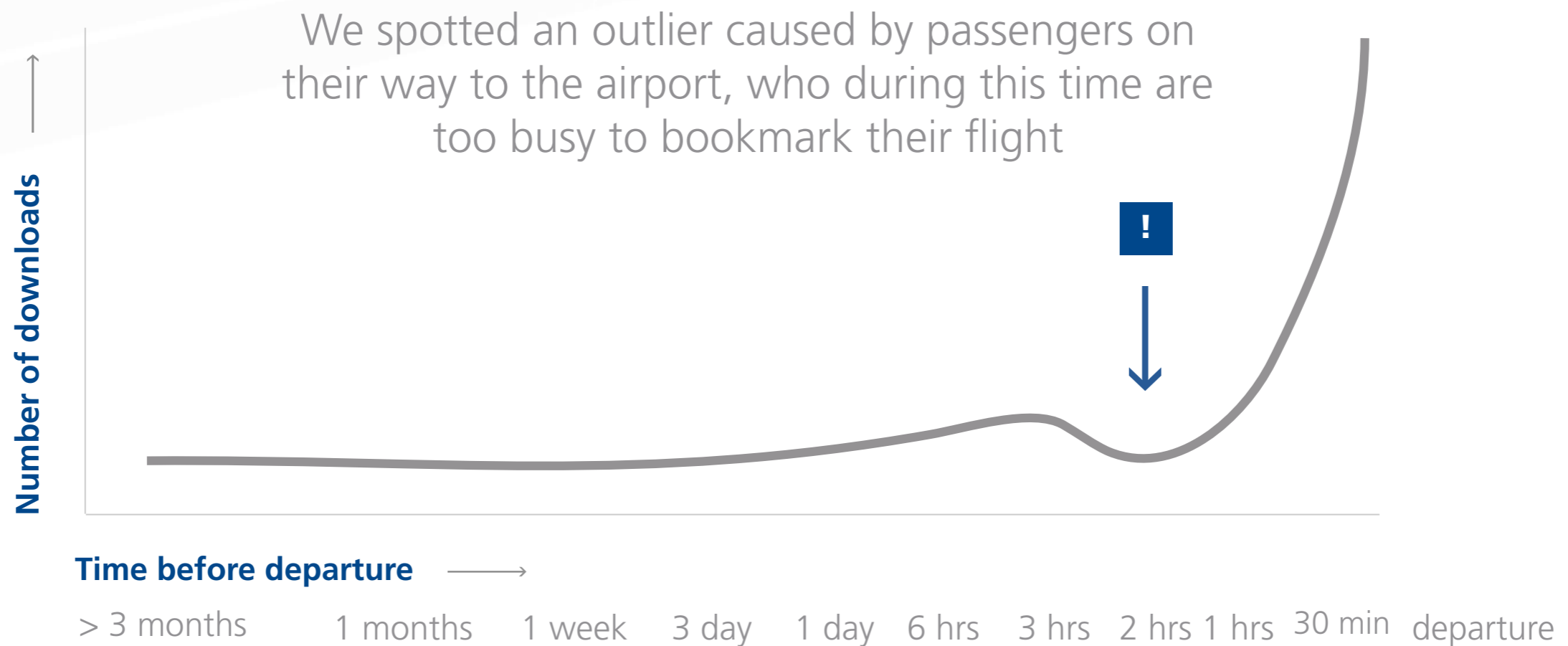


A dedicated app with a unique design for a unique target audience

RER B

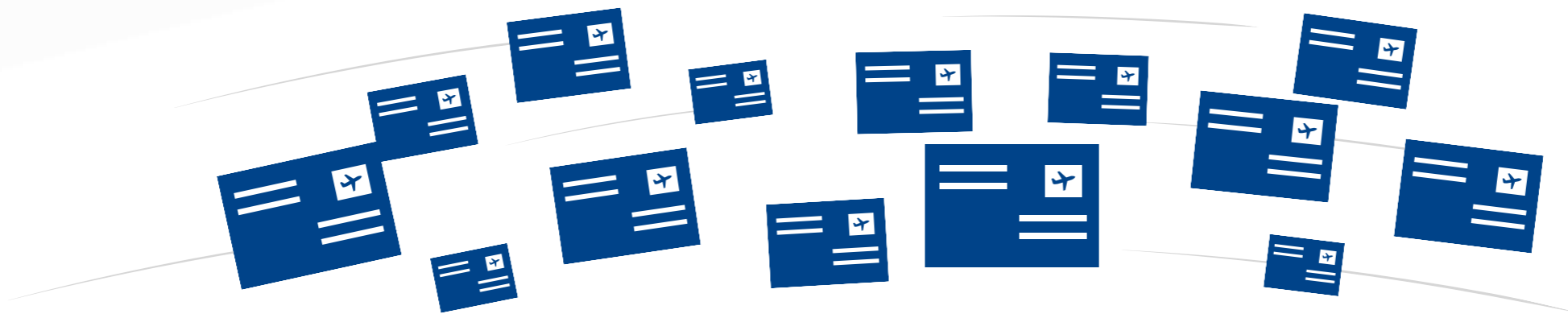


Average time bookmarking a flight before departure



650k flight notifications per month

In the holiday month August, we sent 650k flight notifications to passengers. That's the same as the amount of letters that were sent in the US in the early 1800's.



The total amount of letters sent in a full year in the US early 1800's

A lucrative business model



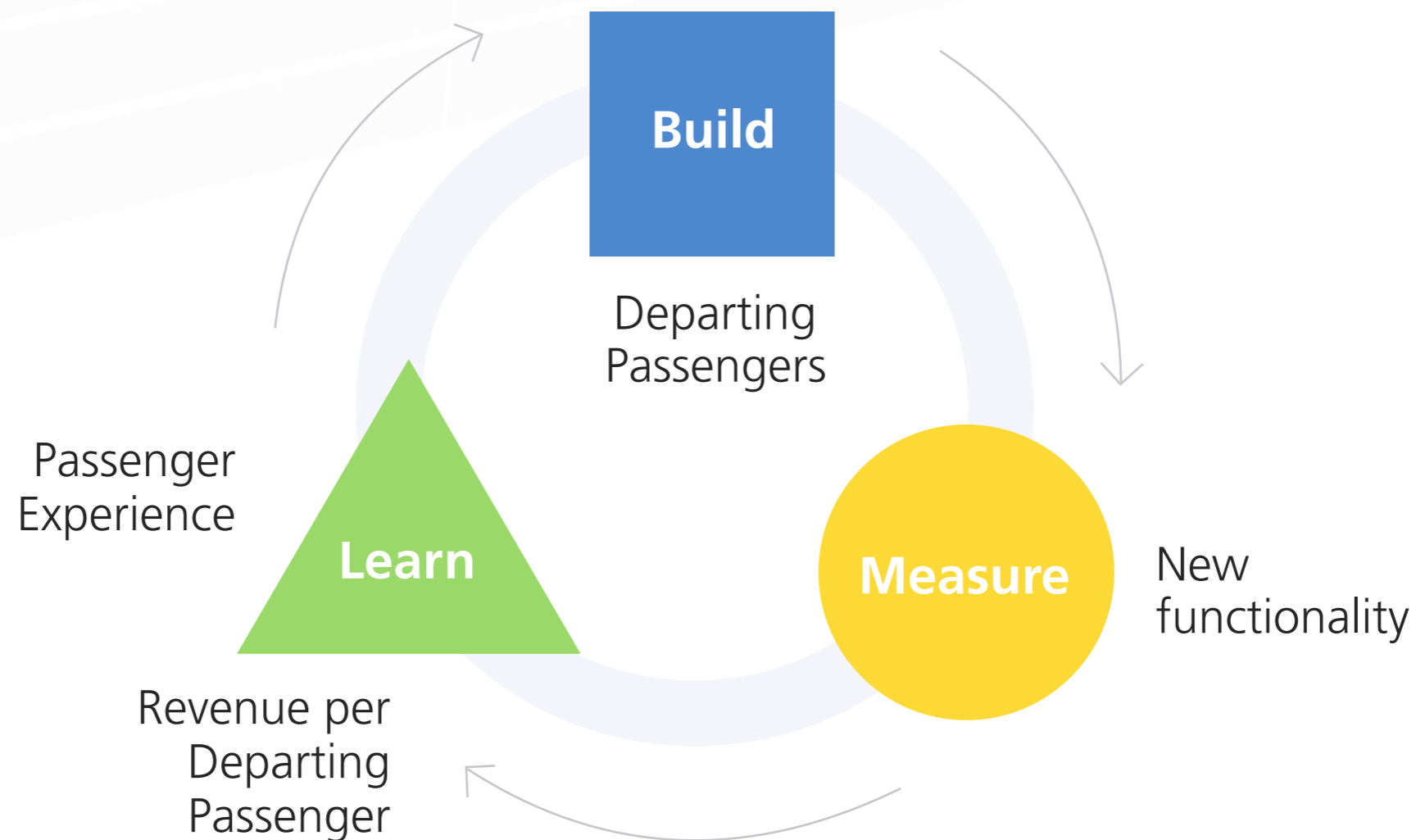
 Average spend per minute	 Departing flights tracked annually	 Additional shopping time	 Additional yearly revenues
€ 0.25	x 2.4 mln	x 30 minutes	= € 18 mln



Way of working



We continuously measure engagement of the app in a build-measure-learn loop



A photograph of a man and a woman in an airport terminal. The man, on the left, is wearing a dark jacket and looking down at a smartphone he is holding. The woman, on the right, is wearing a red coat and a backpack, also looking at the phone. They appear to be in a conversation. The background shows the busy interior of an airport terminal with other people, luggage, and structural elements like pillars and overhead screens.

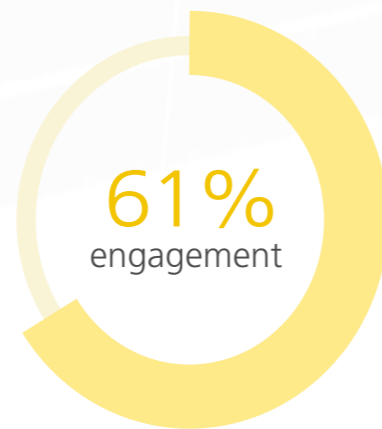
Continuous usability testing in the airport terminal

We created a live 'effectiveness' dashboard

Are you on track with your KPI's?



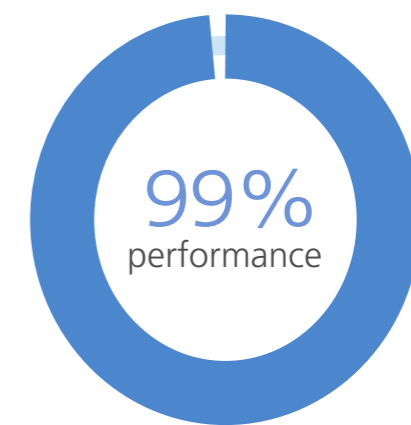
% potential reached travelers



avg. % core features used



avg. % relax features used



uptime



Current App Efficiency



below average



above average



combined score compared to rolling month average



Future



Context based

App adapts to your current situation



Focusing on the time to relax

Working towards a hands-free travel experience



So you don't need to hurry

With always up-to-date information about gate changes, and the current departure time, there is no need to stress.



And just relax





START

Thank you.

munneke@m2mobi.com

