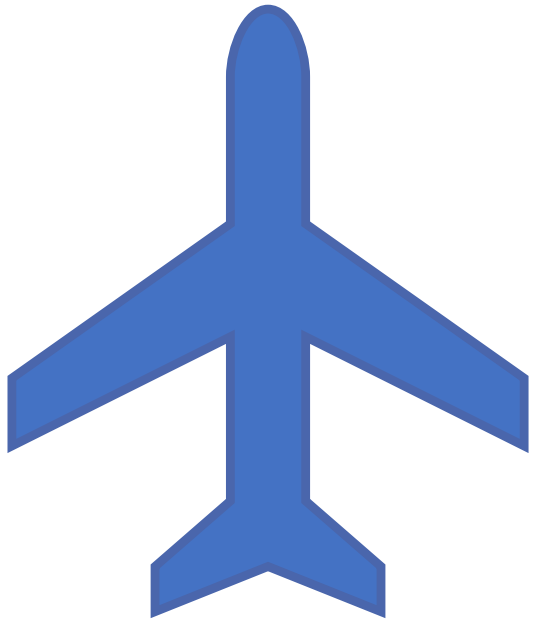
Airport Commerce Platform – SkateBoard Overview

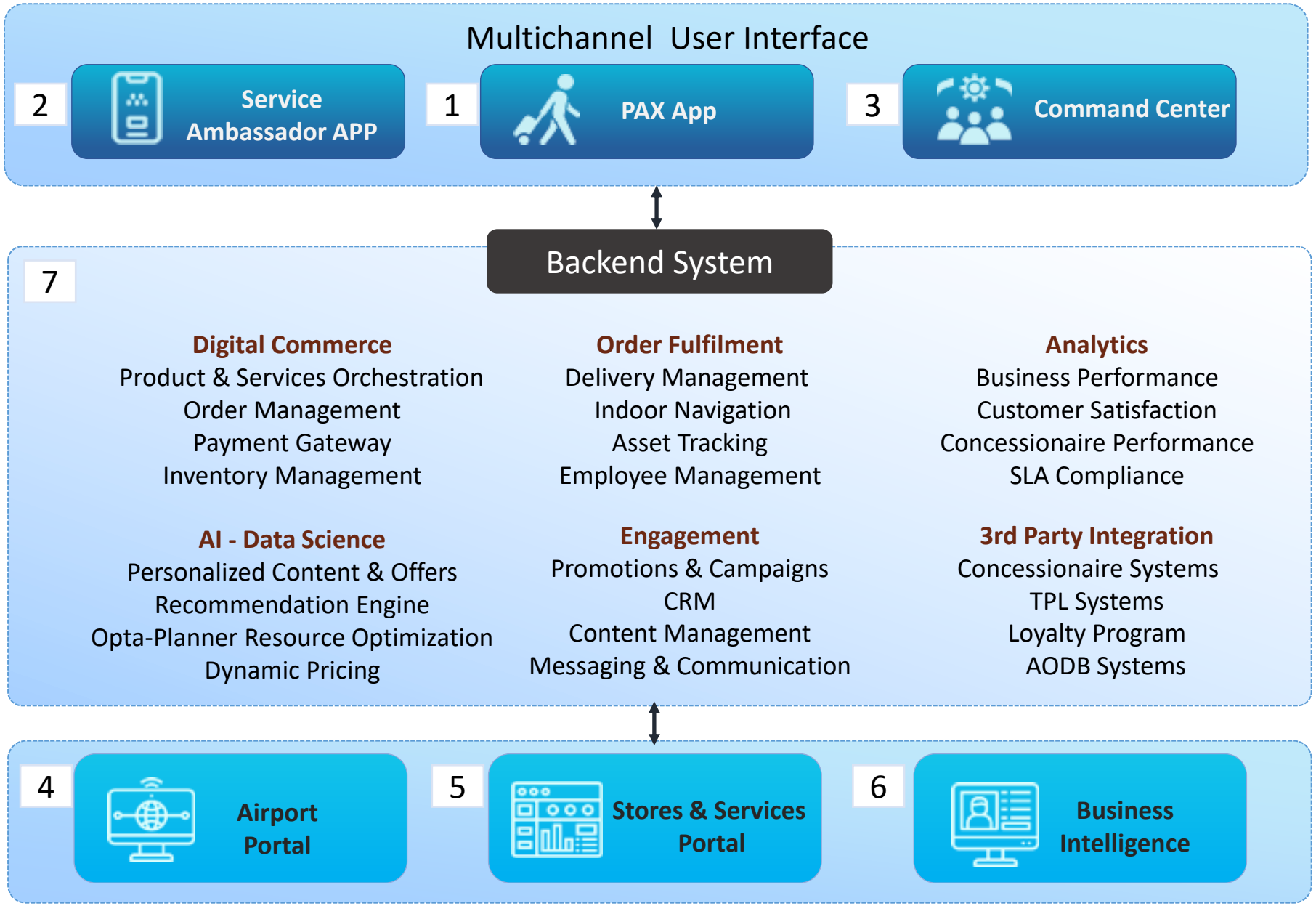


Airport Commerce – The Uniqueness

Traditional marketplace solution may not suffice to these nuances

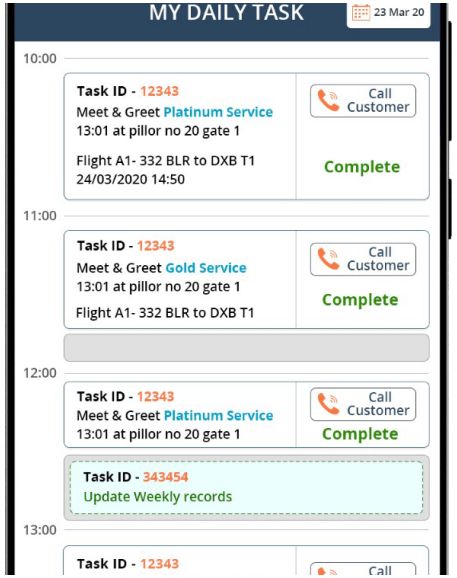
- Diversity of store and retail formats, each with its unique sales & delivery model
  - Duty Free
  - Retail – Electronics, Fashion, Essentials, Etc.
  - F & B – QSR to Fine Dinning
- Whole gamut of service categories at airports which necessitate a unique delivery model
  - Meet & Assist, Porter, Luggage Wrap, Left Luggage, etc.
  - Premium services like Limo, Fast track, Lounge, Valet Parking, etc.
- Rentable properties
  - Car Park
- Add-ons during online purchase
  - Meet & Greet with porter, lounge, personnel shopper with a watch bought at Luxury retail outlet
- Criticality of timely delivery of services and products
  - Departure passengers have limited dwell time @ airport
- Product & Service catalog management
  - Categorization and hierarchy management of diversified products
- Information for passenger journey on the same application
  - Airport and flight information
  - Digitalize maps for navigation at the airport
  - City and travel information

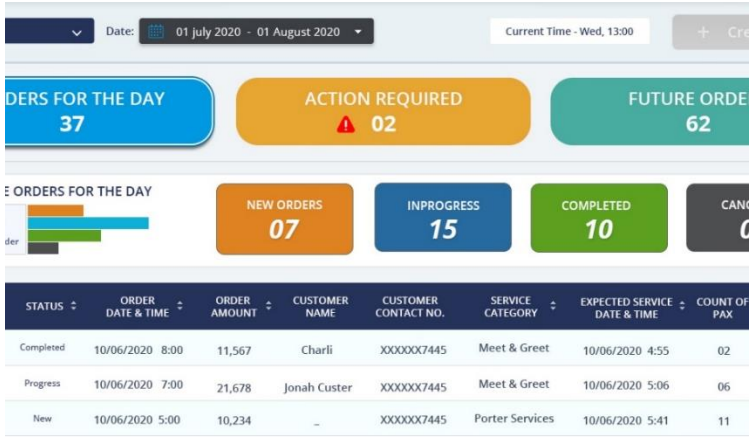
Airport Commerce Platform (ACP) Overview

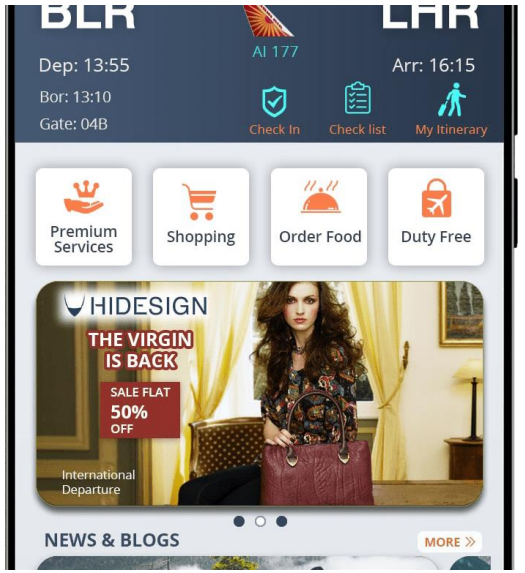


6 Applications working real time to drive operational excellence

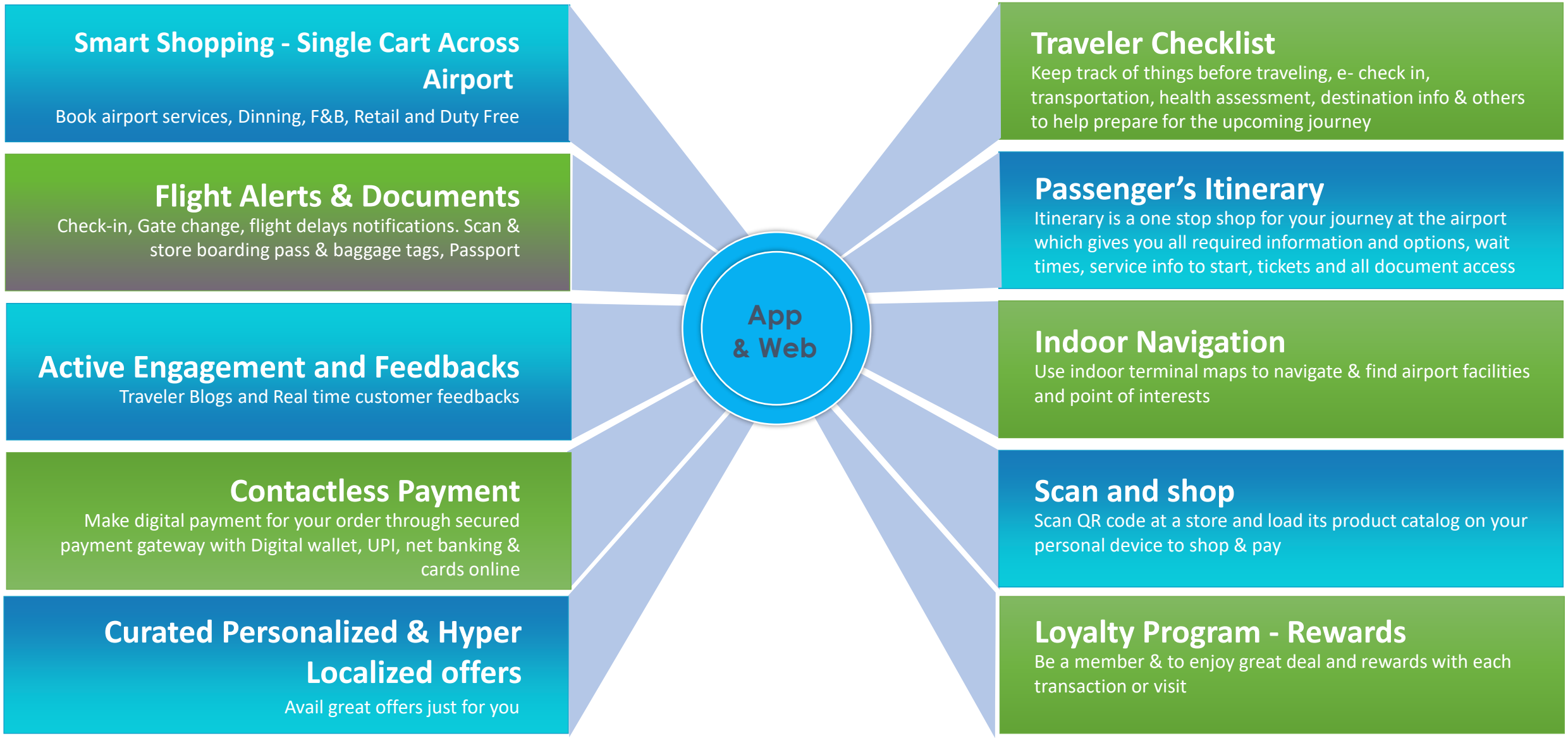
- Passenger App
- Service Agent App
- Command Centre
- Product & Services Management
- Airport Admin Console
- Analytics





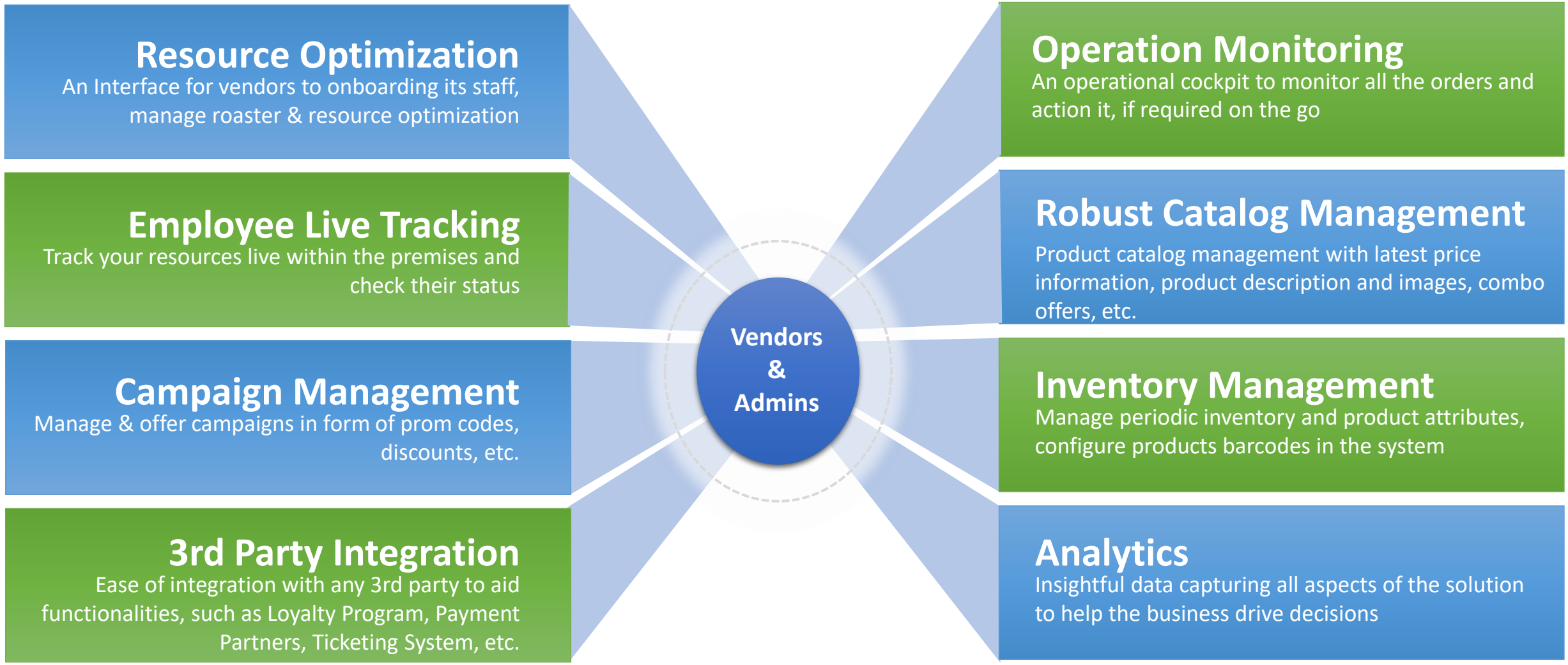


Passenger App Features

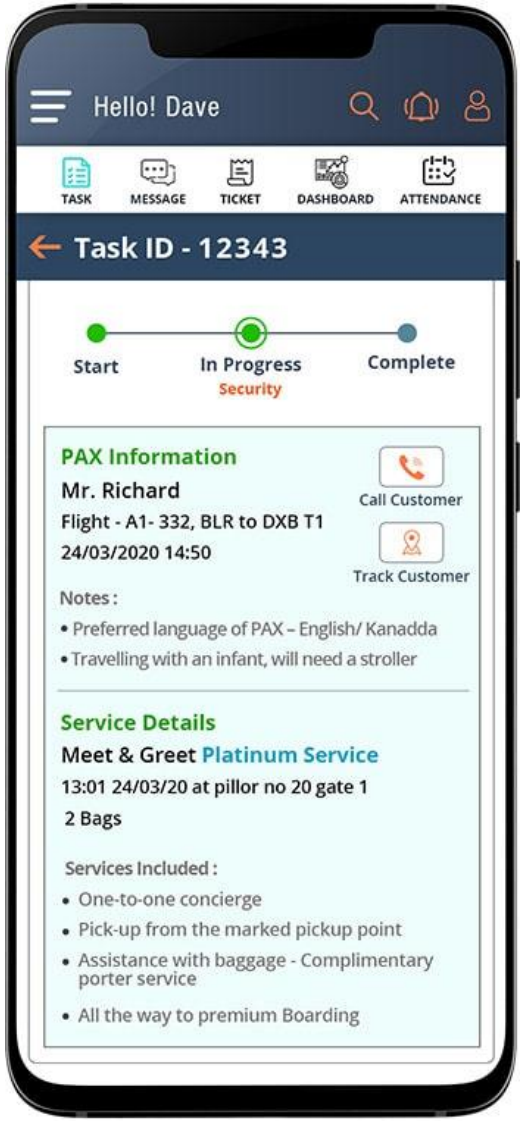


Airport Management Capabilities

Service Provider and Shop Managers Capabilities



Service Ambassador/Agent App



Calendar Management

Calendar booked for the day
Type of service to be rendered

Order Execution

Real time update on service starts and end times

Communication

Communicate with Customer
Alerts, notifications with response from Operations manager

Customer Engagement

Customer information
Track and meet customer at airport

Performance

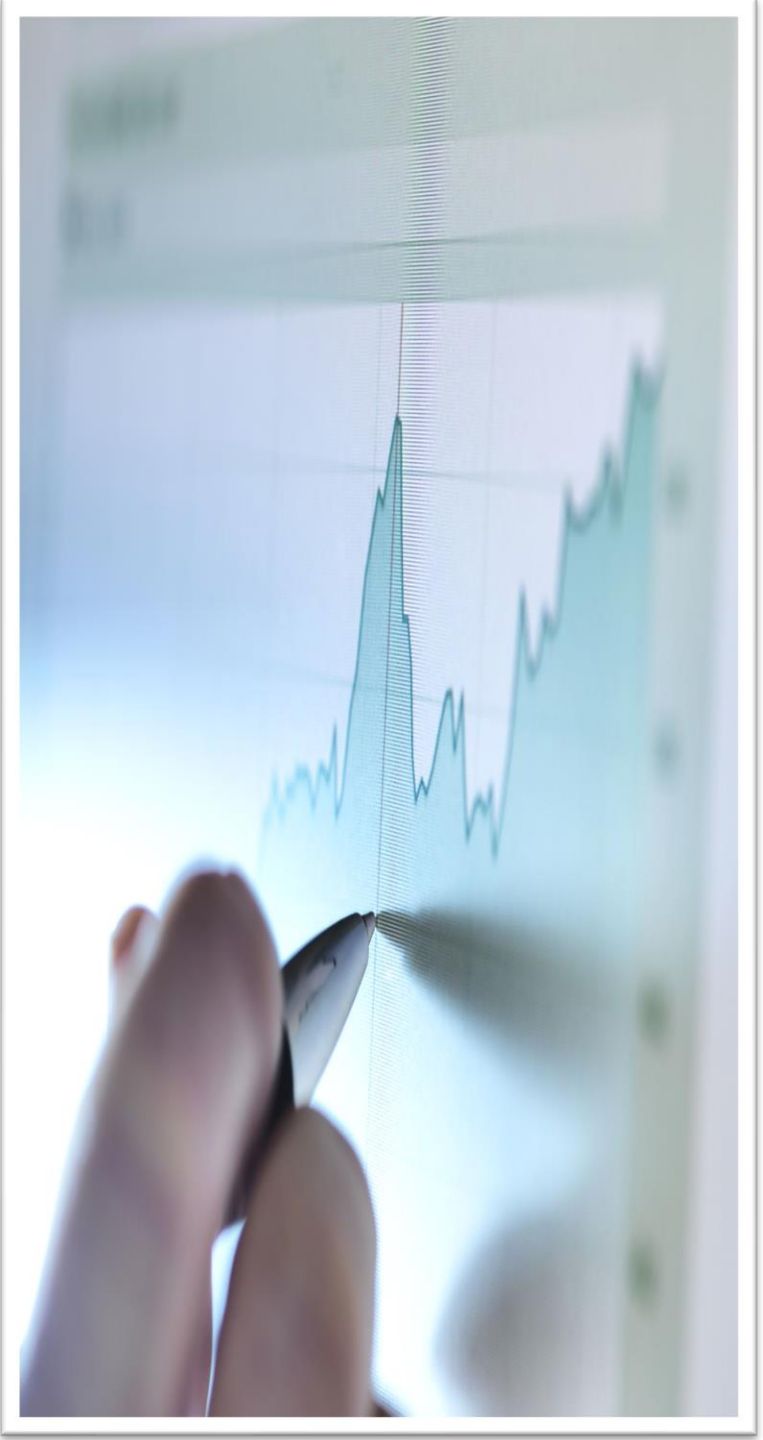
Customer ratings
SOS tickets & tasks closures

Self Service

Employee self service like attendance, leave tracker, etc.

Command Centre

24*7 Command center with real time update of every action happening on floor to be centrally in control of all services and customer experiences



Artificial Intelligence and Data Science

Roster and schedule management of service ambassadors and assets for optimized resource utilization

Resource Optimization Engine

Personalized offers, discounts and content for customer engagement

Personalization Engine

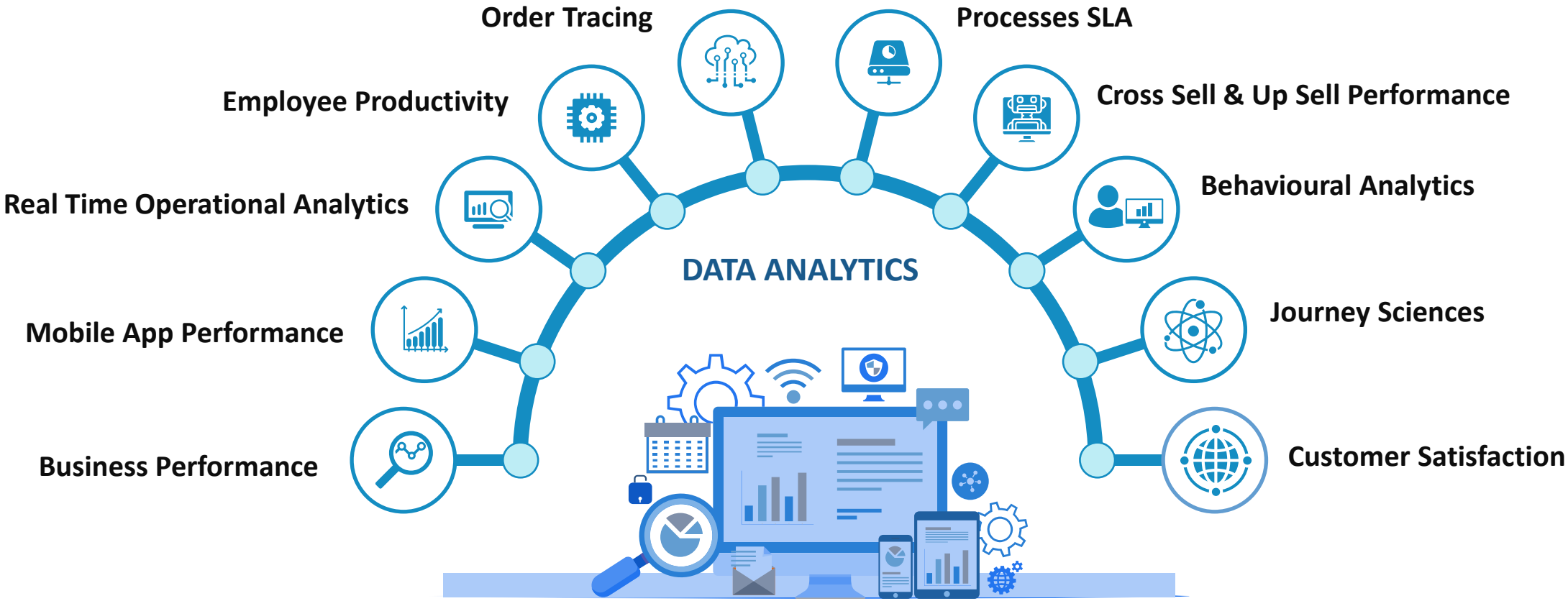
Upsell and cross sell on customer purchase and browsing patterns

Recommendation Engine

Dynamic pricing of services to increase the effective yield price and revenue maximization

Dynamic Pricing Engine

BI and Analytics



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