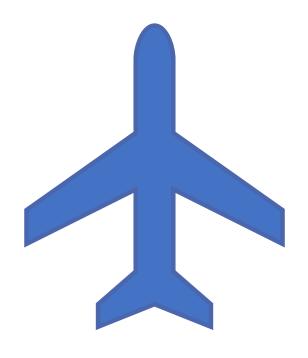
Airport Commerce Platform – SkateBoard Overview



## **Airport Commerce – The Uniqueness**

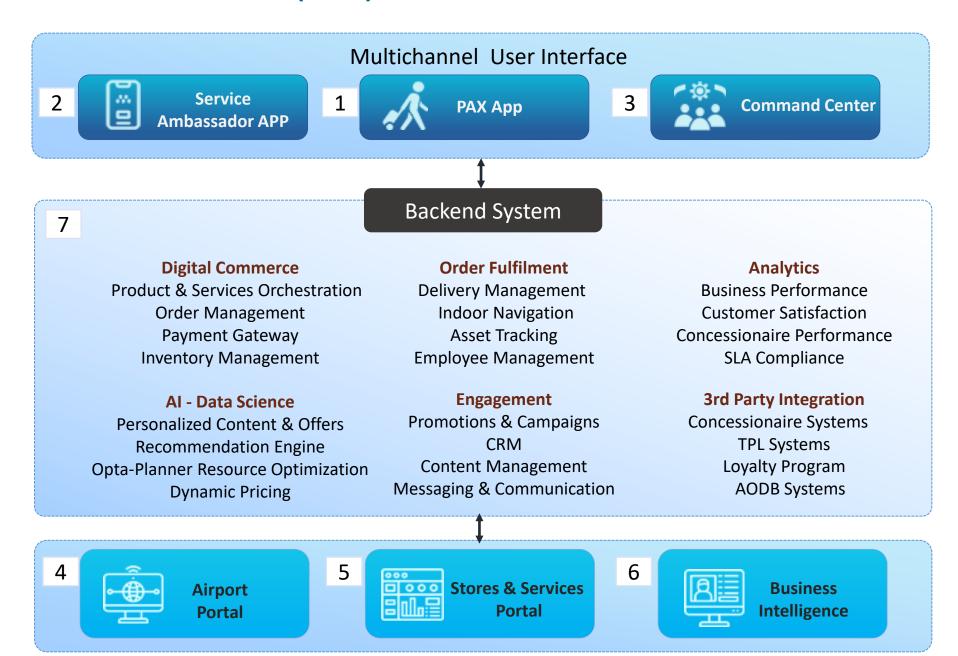
#### Traditional marketplace solution may not suffice to these nuances

- 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



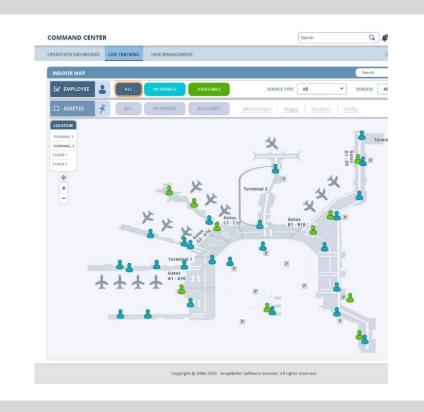
- Criticality of timely delivery of services and products
  - Departure passengers have limited dwell time @ airport
- Product & Service catalog management
  - Categorization and hierarchy management of diversified products
- Information for passenger journey on the same application
  - Airport and flight information
  - Digitalize maps for navigation at the airport
  - City and travel information

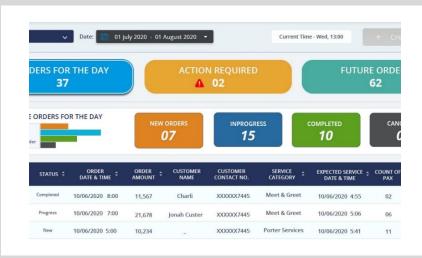
#### **Airport Commerce Platform (ACP) Overview**

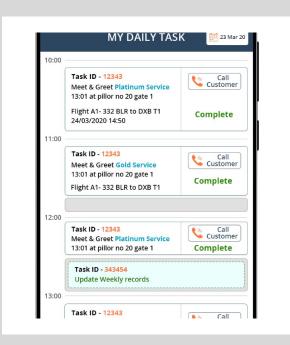


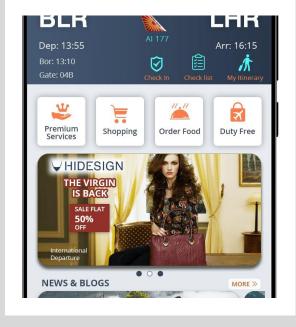
# 6 Applications working real time to drive operational excellence

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









# **Passenger App Features**

# **Smart Shopping - Single Cart Across Airport**

Book airport services, Dinning, F&B, Retail and Duty Free

#### **Flight Alerts & Documents**

Check-in, Gate change, flight delays notifications. Scan & store boarding pass & baggage tags, Passport

#### **Active Engagement and Feedbacks**

Traveler Blogs and Real time customer feedbacks

#### **Contactless Payment**

Make digital payment for your order through secured payment gateway with Digital wallet, UPI, net banking & cards online

# **Curated Personalized & Hyper Localized offers**

Avail great offers just for you

#### **Traveler Checklist**

Keep track of things before traveling, e- check in, transportation, health assessment, destination info & others to help prepare for the upcoming journey

#### Passenger's Itinerary

Itinerary is a one stop shop for your journey at the airport which gives you all required information and options, wait times, service info to start, tickets and all document access

#### **Indoor Navigation**

Use indoor terminal maps to navigate & find airport facilities and point of interests

#### Scan and shop

App

& Web

Scan QR code at a store and load its product catalog on your personal device to shop & pay

#### **Loyalty Program - Rewards**

Be a member & to enjoy great deal and rewards with each transaction or visit

## **Airport Management Capabilities**

SLA Tracking for Services
All Services SLA Performance

Feedback & Tickets Resolution Tracking

Airport Campaign Management
Raffles, Flight Based Campaigns, Cross Sell
Campaigns

Command Centre Performance
Central Control Performance Tracking

Airport Manageme nt **Business Performance** 

Business Performance tracking for all channels

**Security Management** 

Concession and Service Providers management

**Audit Control** 

Systems and Transactions Audit Control New Services & Partners Moderation & Approval

**Analytics** 

Extensive and Rich analytics

#### **Service Provider and Shop Managers Capabilities**

# **Resource Optimization**

An Interface for vendors to onboarding its staff, manage roaster & resource optimization

## **Employee Live Tracking**

Track your resources live within the premises and check their status

#### **Campaign Management**

Manage & offer campaigns in form of prom codes, discounts, etc.

#### **3rd Party Integration**

Ease of integration with any 3rd party to aid functionalities, such as Loyalty Program, Payment Partners, Ticketing System, etc.

Vendors & Admins

#### **Operation Monitoring**

An operational cockpit to monitor all the orders and action it, if required on the go

#### **Robust Catalog Management**

Product catalog management with latest price information, product description and images, combo offers, etc.

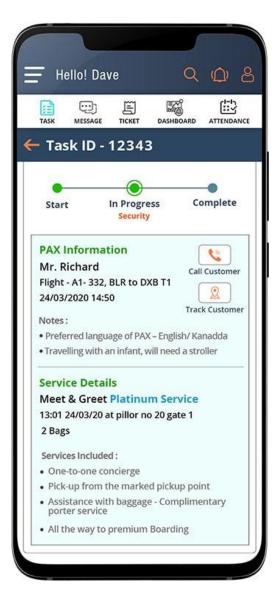
#### **Inventory Management**

Manage periodic inventory and product attributes, configure products barcodes in the system

## Analytics

Insightful data capturing all aspects of the solution to help the business drive decisions

#### **Service Ambassador/Agent App**





#### **Calendar Management**

Calendar booked for the day Type of service to be rendered

#### **Communication**

Communicate with Customer Alerts, notifications with response from Operations manager

#### **Performance**

Customer ratings SOS tickets & tasks closures

#### **Order Execution**

Real time update on service starts and end times

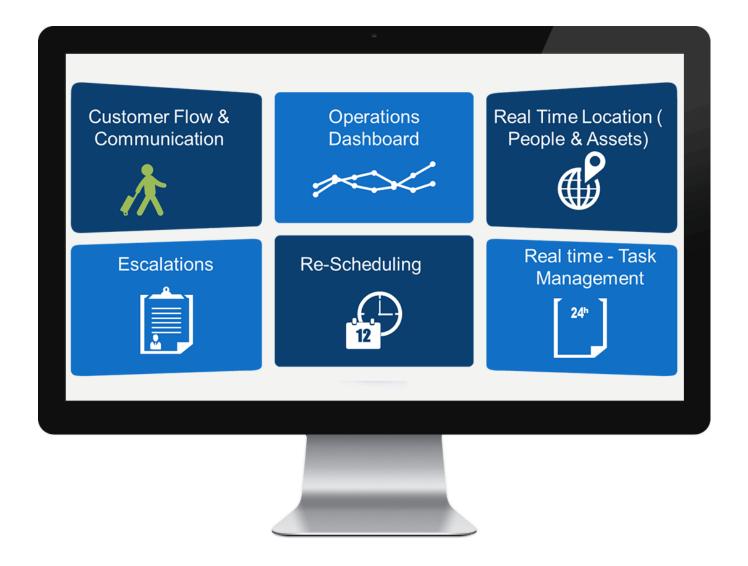
#### **Customer Engagement**

Customer information Track and meet customer at airport

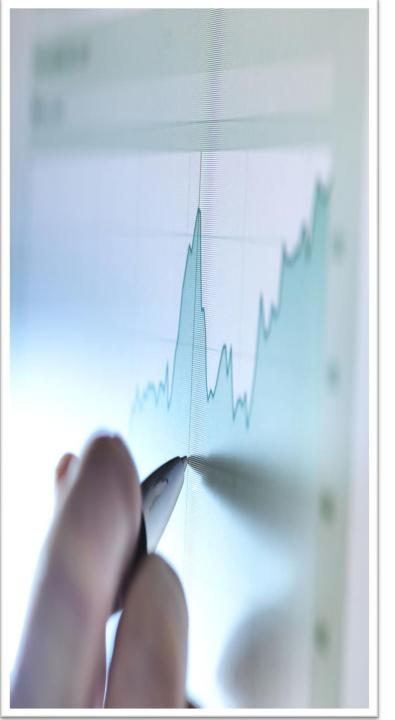
#### **Self Service**

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

## **Bl and Analytics**





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