



Digital Heathrow

Stephen Glenfield

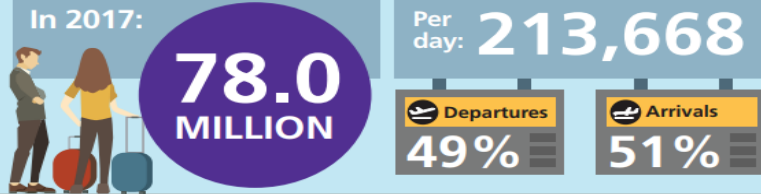
Heathrow Commercial Telecoms Customer event – 22 May 2018

Heathrow
Making every journey better

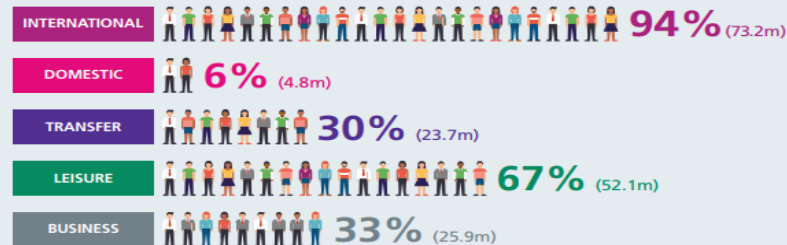
HEATHROW: KEY FACTS AND FIGURES 2017

Heathrow

NUMBER OF PASSENGERS ARRIVING AND DEPARTING:



PERCENTAGE OF PASSENGERS:



BUSIEST DAY EVER RECORDED:



BUSIEST YEAR EVER RECORDED:



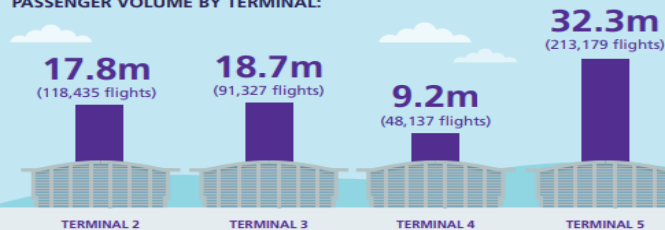
PEOPLE EMPLOYED ACROSS HEATHROW: **76,500**



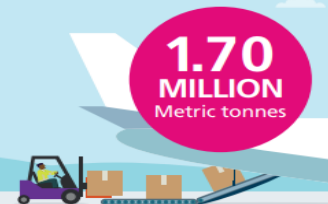
SHOPS AND LOUNGES AT HEATHROW:

300+

PASSENGER VOLUME BY TERMINAL:



CARGO VOLUME:



DESTINATIONS AND AIRLINES

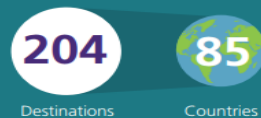
Number of airlines:



Most popular destinations:



Destinations served:



FLIGHTS



Number of flights:



AIRCRAFT STANDS

133 The number of aircraft stands served by an airbridge

64 Number of remote stands

15 Number of cargo stands



SIZE

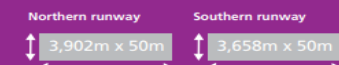
Total size of Heathrow Airport:



Number of runways:



Length of runways:



Digital disruption is happening everywhere



amazon Prime

30-Day FREE TRIAL

As seen on TV



✓ FREE 2-Day Shipping



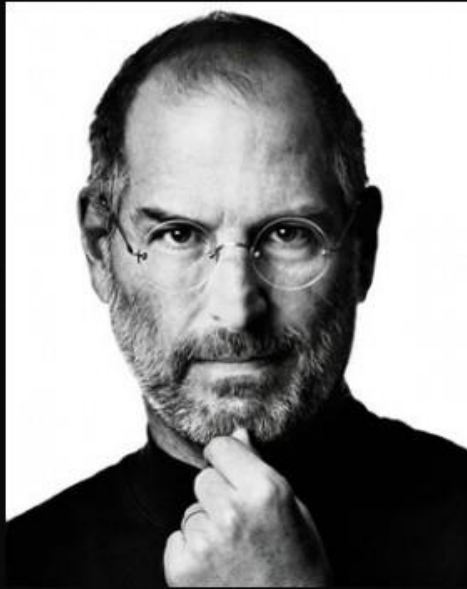
✓ 40,000 Movies & TV Episodes



✓ 300,000 Books to Borrow



Journey mapping – Walking in the foot steps of the passenger



You've got to start with the customer experience and work back toward the technology - not the other way around.

(Steve Jobs)

Know your audience

Core passenger segments



UK Leisure



UK Business



Tourists



Connecting International
Business



Connecting Long
Haul Leisure



Premium

Care groups



Families



PRMs

The passenger journey segments and care groups **were built on internal data, and then explored and validated** across the qualitative and quantitative phases of research.

Our digital goals

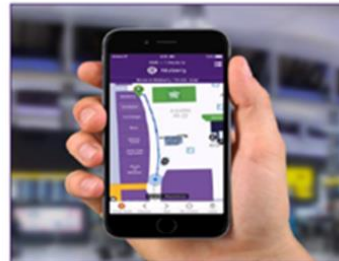
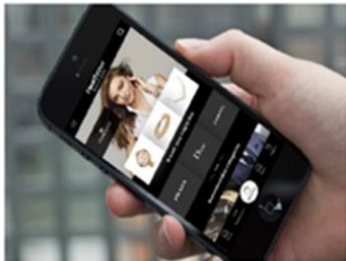
Raise pre-awareness of products & services

Provide real-time service & travel updates

Inform and engage customers throughout their journey

Know the customer: Personalised service & information through data led targeting

Deliver engaging on-airport experiences



- Heathrow Boutique
- Emails
- Heathrow.com & App
- Social Media
- Contact Centre
- Digital Media & Advertising

- Flight information
- Journey Planner
- Mobile App
- Trigger emails & mobile notifications
- Social media
- Contact Centre

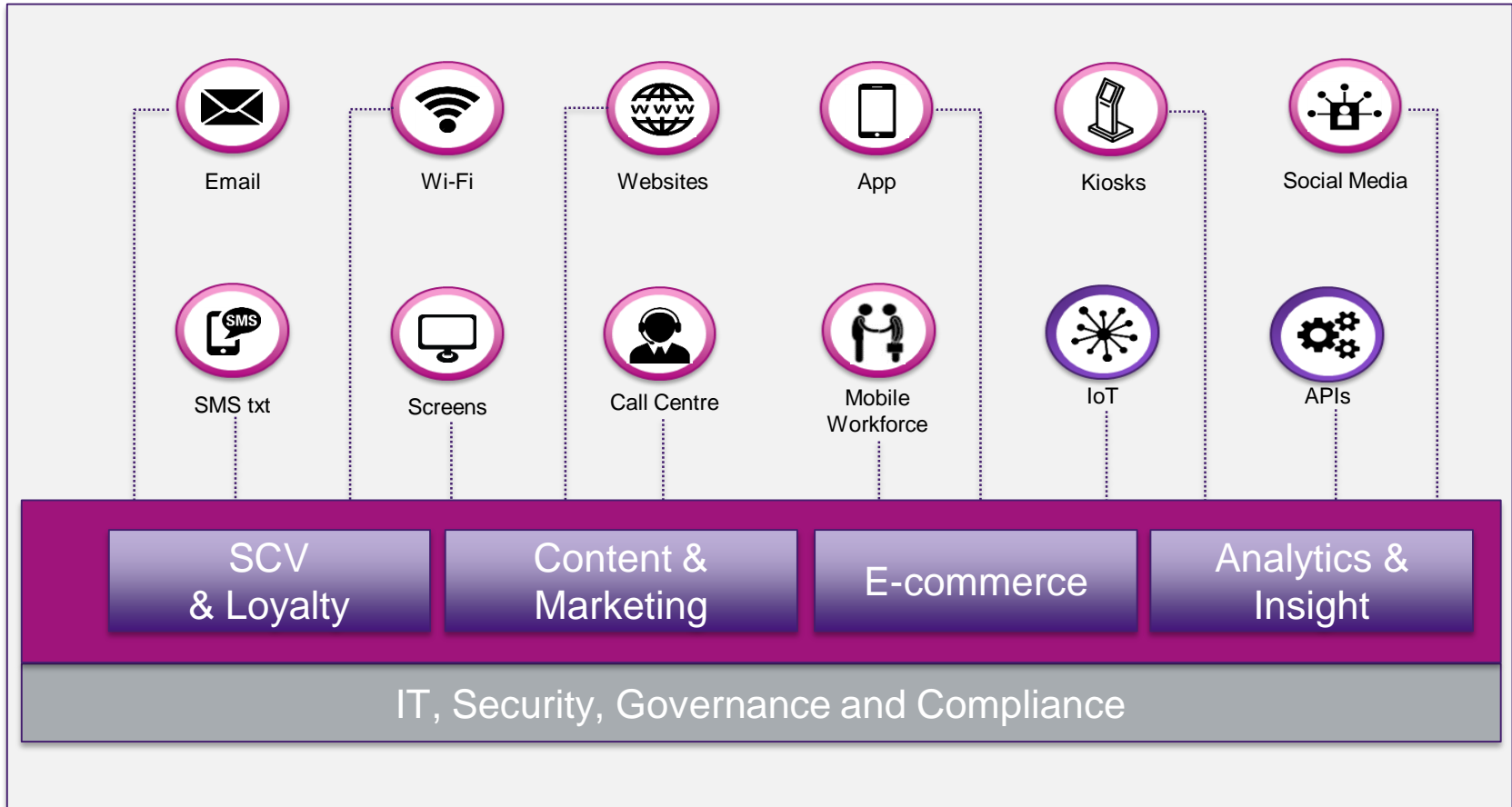
- In-app maps/wayfinding
- Beacons
- Digital Kiosks
- Wi-fi triggers
- Social Media

- CRM
- Heathrow Rewards
- Personal Shopper
- Website personalisation

- Pop-ups
- Digital Experiences
- Augmented Reality

BUILDING OUR OMNI-CHANNEL CUSTOMER EXPERIENCE

Building our omni-channel customer experience

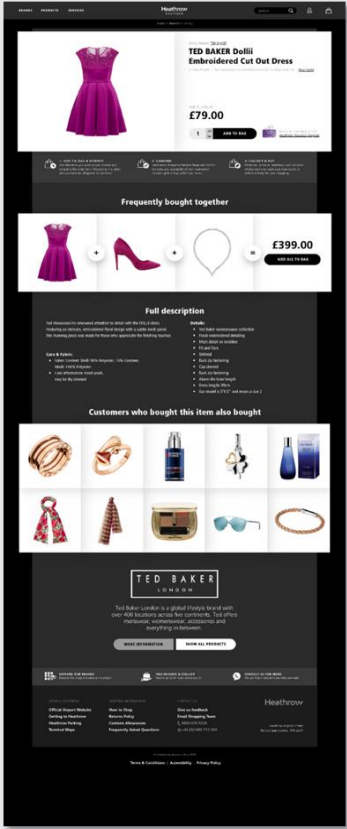
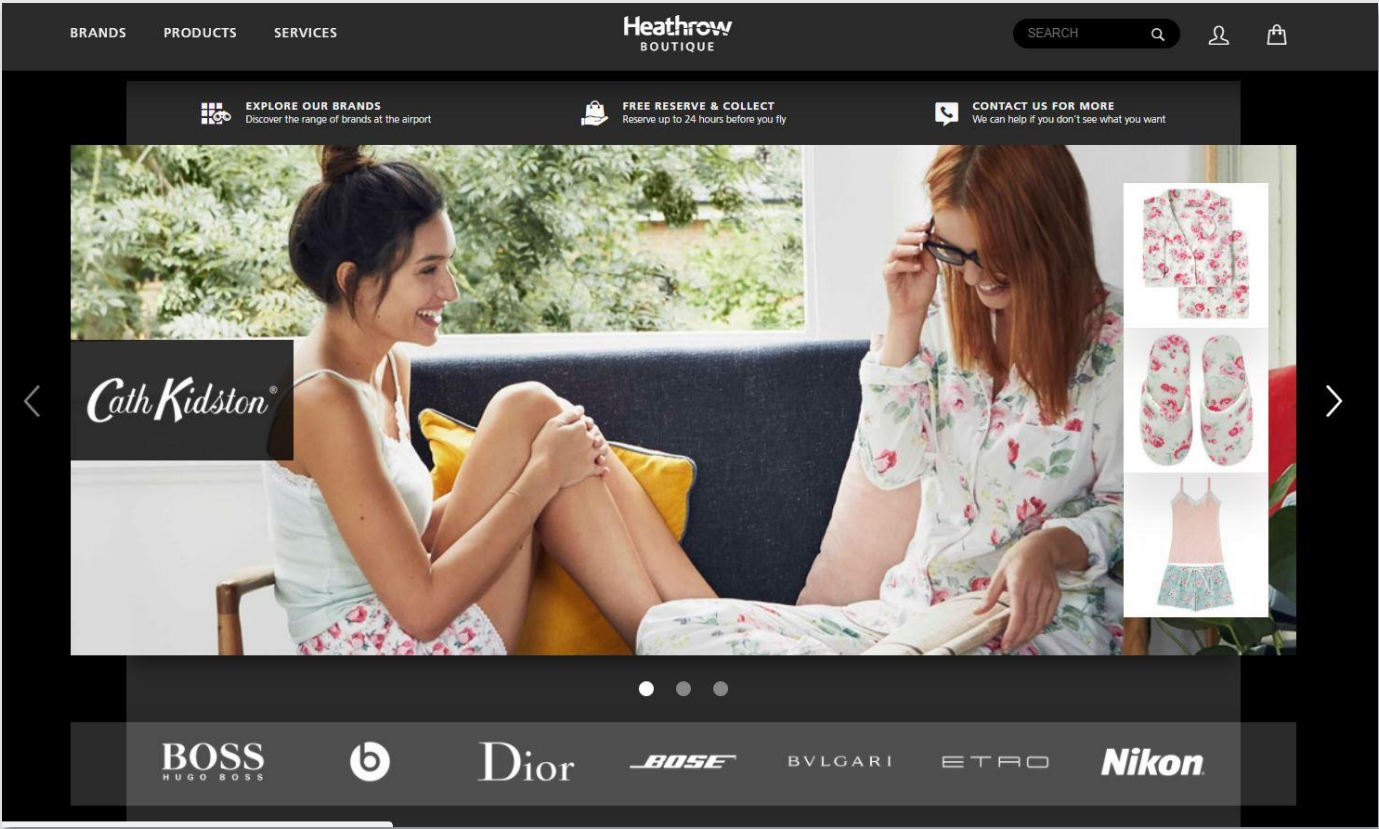


Seamless digital experience

Deliver an integrated end-to-end experience, which unites all aspects of the business around a central view of the passenger



The new Heathrow E-Commerce Marketplace



Heathrow

Amazon Alexa flight information



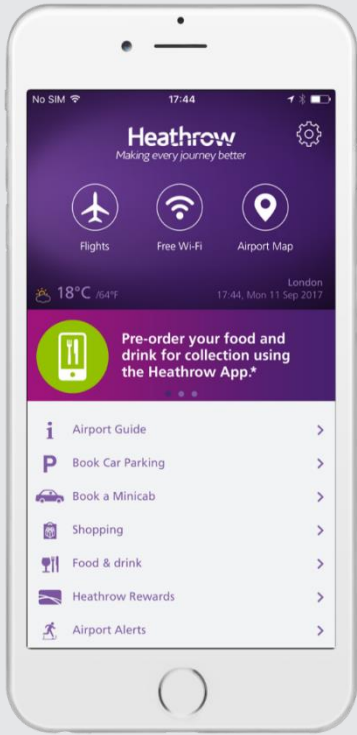
JUST ASK

'Alexa ask Heathrow about flight....

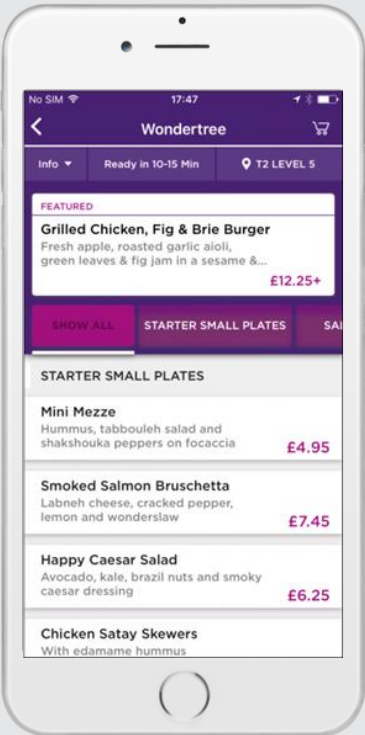
Heathrow

Heathrow
Making every journey better

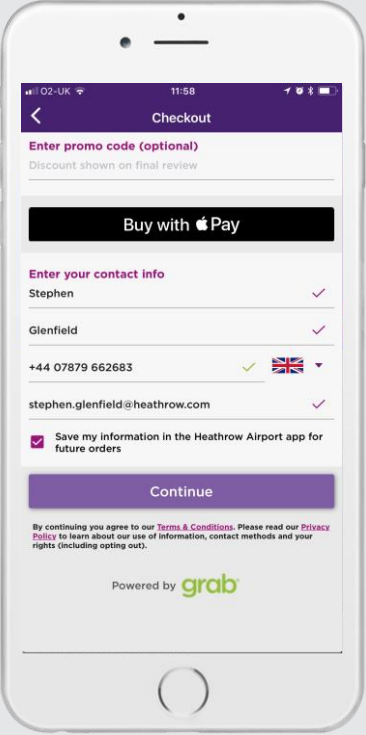
Food & Beverage pre-order



Download the App



Choose your food



Order & pay



Collect

Geo location and beacons

Adobe Mobile Services Provide Feedback Heathrow Airport ?

Heathrow App Product Customize Filter PDF CSV

- Manage App Settings
- > Usage
- > Acquisition
- > Places
- Overview
- Map
- Manage Places
- > Messaging

The heatmap displays user density across the Heathrow Airport terminal area. The highest density (red/orange) is concentrated in the central terminal area, with values reaching up to 1,945. Other significant hotspots are visible near the gates, with values like 505 and 482. Numerous individual beacon locations are marked with numbered circles (e.g., 197, 88, 1,176, 341, 179, 201, 28, 3, 24, 21, 2, 16, 45, 78, 3, 2, 11, 3, 2). The map includes street names like FARER RD, WESTERN PERIMETER RD, STANWELL MOOR RD, and WAGAMAMA'S. Gate areas A1-A23 and 32-B48 are also labeled.

Location (down to 1 m)
61107 Items

Launches ↓
900,704

Powered by Leaflet | Terms & Conditions

Get Directions X

- Pret A Manger**
Terminal 3 / Check-In
- Gate 25**
Terminal 3 / Departures
- Est. 18 minutes**
(461 meters / 1512 feet)

PREVIOUS NEXT

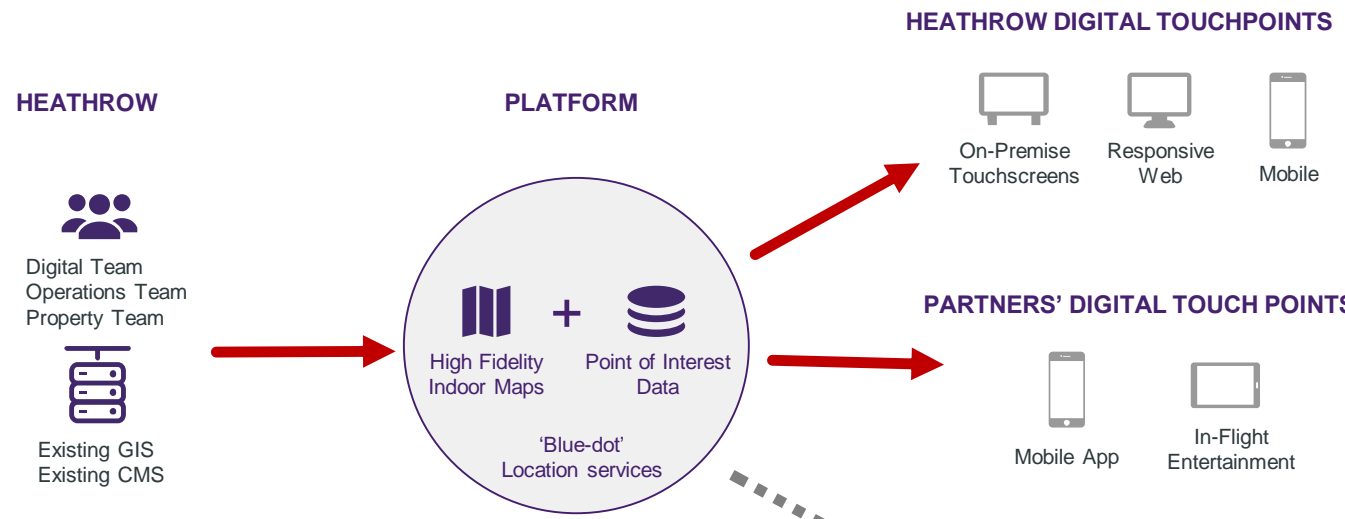
- Begin route at **Pret A Manger** 1 of 4
- Walk < 1 minute to **Security Checkpoint**
- through security to **Level 1 - Upper departures**
- Walk 5 minutes to **Gate 25**



Terminal 3
Level 1
Upper departures

Heathrow Terminal maps

Single source of truth....



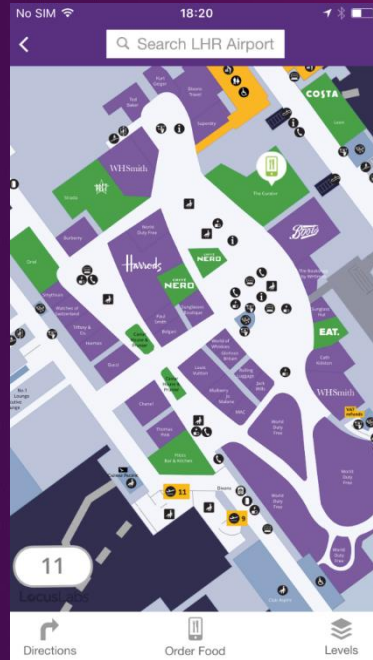
PARTNERS – SDK from Locus Labs in 3rd party apps

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Update once, publish everywhere. . .



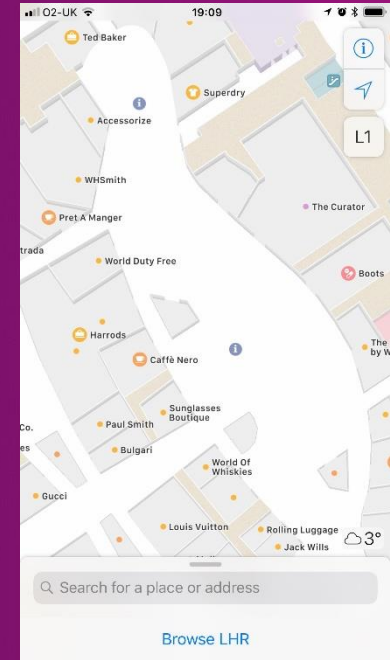
American Airlines App



Heathrow Airport App

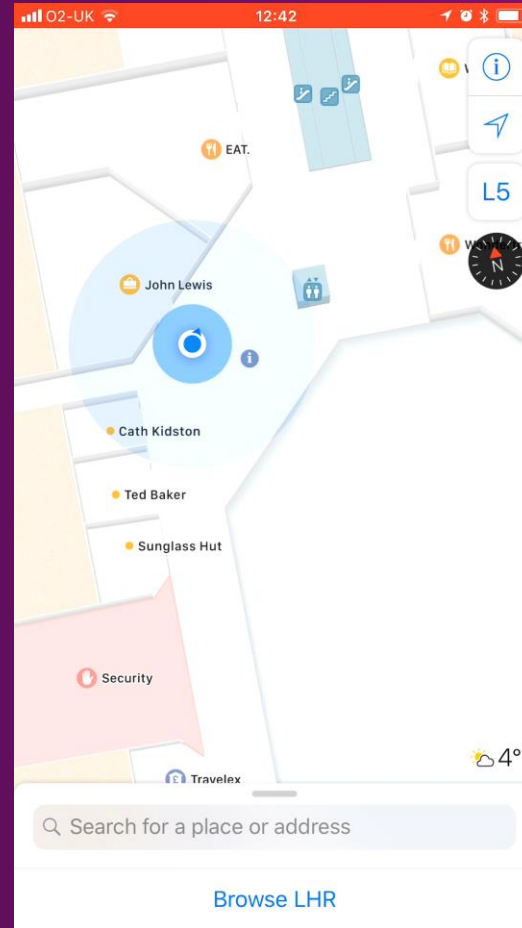


Delta Air Lines App

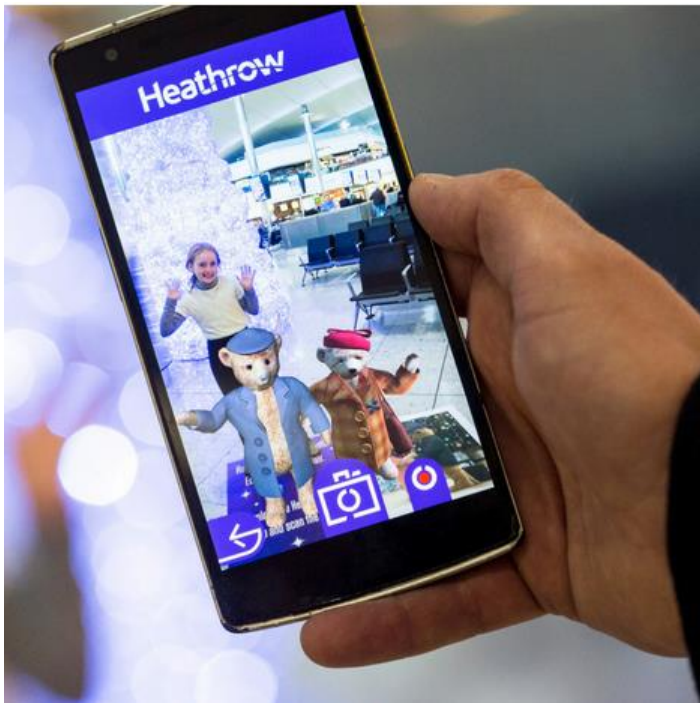


Apple Maps

Apple blue-dot terminal map experience



Augmented Reality



Social media

Time	Destination	Flight	Information
09:30	Tatooine	R2D2	On Time
10:15	Kamino	BOBA	Delayed
Delayed a long, long time in a galaxy far, far away			
11:20	Hoth	C3P0	Delayed
Awaiting clearance of snow from runway at destination			
11:40	Jakku	BB8	Delayed
Flights to Jakku are delayed due to sand storms			
12:35	Takadona	FN-2187	On Time
14:00	Kashyyyk	WOOK1E	Gate Open
Extra security at gate. All crossbows must be checked in			
15:15	Endor	W1CKET	On Time
16:05	Alderaan	LE1A	Cancelled
18:20	Kessel	HAN5010	Next info 25/05/18
Aircraft change. Flight duration now less than 12 parsecs			
19:45	Death Star	TIE-11382	Gate Open
Allow extra time for boarding ... possibly a trap			

Heathrow
May The 4th Be With You 8:59

Travel + Leisure @TravelLeisure
Following

Heathrow posted a hilarious departure board full of 'Star Wars' jokes for #MayTheFourth tandl.me/2JUQZne

8:45 AM - 6 May 2018
8 Retweets 27 Likes

Travel + Leisure
4.05m followers

sky Sky News @SkyNews
Following

Heathrow marks May the 4th with 'Star Wars flights' #MayThe4thBeWithYou #StarWarsDay

Time planner
Gates A1-A5 5 minutes
Gates A16-A26 5 minutes
Gates B31-B49 15 minutes via walkway

Please allow enough time to reach your gate

Star Wars Day: Heathrow celebrates with fake flights to Alderaan and Death S... Here's a round-up of some of the best Star Wars tweets you can be with you' - tributes from around the UK. news.sky.com

Sky News
4.62m followers

GREAT Britain @GREATBritain
244k followers

Exciting new route launches for @HeathrowAirport today. Fantastic opportunity for intergalactic tourism and trade. #Maythe4thbewithyou #StarWarsIsGREAT #StarWarsDay

Time planner
Gates A1-A5 5 minutes
Gates A16-A26 5 minutes
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Please allow enough time to reach your gate

GREAT Britain
244k followers

Star Wars @stanwars
Follow

Your #StarWarsDay will be fully operational again soon, Pete! We're sending Lord Vader to put your flight back on schedule.

Melissa Chan @melissakchan
Follow

Not only can you pick up Fortnum & Mason jam, you can head to Endor at @HeathrowAirport. Yet another reason why it's my favorite airport in the world. #MayTheFourthBeWithYou #StarWarsDay

GREAT Britain @GREATBritain
Exciting new route launches for @HeathrowAirport today. Fantastic opportunity for intergalactic tourism and trade. #Maythe4thbewithyou #StarWarsIsGREAT #StarWarsDay

4:31 PM - 4 May 2018
3 Likes

Hughes @PeteHughes44
HeathrowAirport and it looks like my flight to Hoth is going to be delayed #MayThe4th

Anaheim, CA

Star Wars
3.91m followers

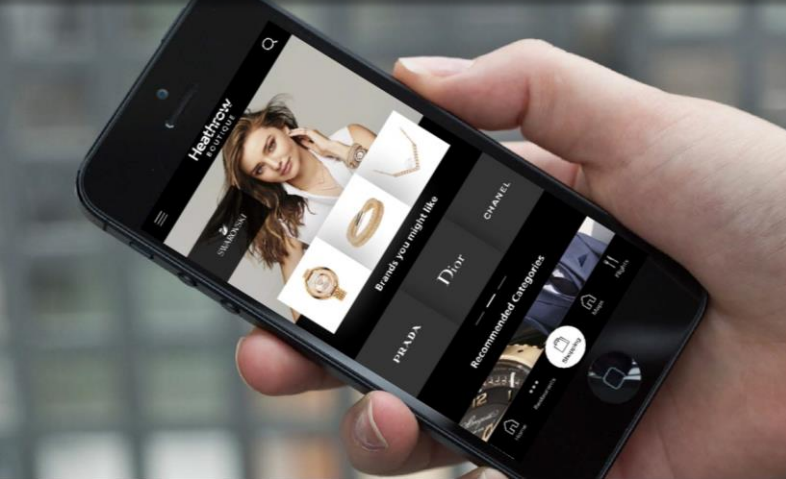
CNET @CNET
Follow

Heathrow wins the award for best way to celebrate #StarWarsDay!

Heathrow celebrates Star Wars Day with intergalactic flights. It's May the 4th and the airport has updates on your Star Wars flights and the Death Star. cnet.com

CNET
1.59m followers

The experiential airport



An aerial architectural rendering of the Heathrow Airport expansion project. The image shows a vast airport complex with multiple runways, taxiways, and parking aprons. Numerous aircraft are parked at gates and on the aprons. A large, modern terminal building with a curved roof is visible in the center. The surrounding area includes green spaces, a river, and residential or commercial buildings. The overall scene is a detailed digital reconstruction of the airport's future development.

Heathrow

Building for the future