



Digital Everywhere

Innovations shaping the customer experience

SITA



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The passenger experience



Customer Centric



Intuitive



Connected

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People-centric

- *Different personas - different needs - different experiences*
- *The customer is an integral part of the service delivery*
- *The customer experience is about the journey and not a group of isolated transactions*



Traveller Profiles

Traveller Profiles are used to identify and understand the different types of travellers who use the service. This information is used to tailor the service to meet the needs of each type of traveller.

Role of the Customer

The role of the customer is to provide feedback on the service and to help improve the service. This information is used to tailor the service to meet the needs of each type of traveller.

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Intuitive



- *Processes are logical and natural*
- *Services are easy to use*
- *In-depth customer's insights from behaviour to profile*

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Connected

- *Connects the customer to all the airport has to offer*
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- *Delivers the ideal airport experience by enabling and supporting a more personalised journey at the airport*
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- *Full immersion and experience:*
- *Sense of Place*
- *Touch points*
- *Context awareness*

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Always connected

Mobile Marketing is Always On



Hoppin'  online.
Be Your Best Online.

Source: MarketMobile

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Welcome to the
future



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The biggest challenge: BAGGAGE

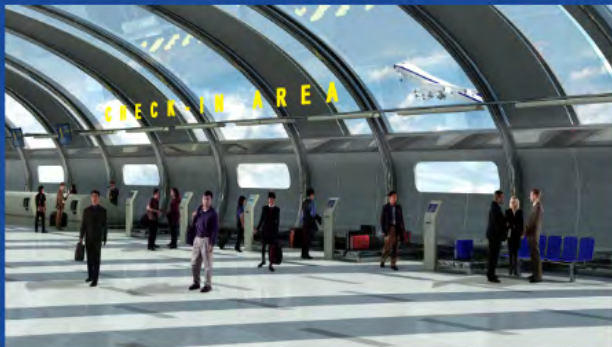


LE TOTE



Check-in

"Customer experience will overtake price and product as the key brand differentiator" KPMG, 2018



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The biggest challenge: BAGGAGE



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Immersive experiences



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The future is about:

- New approach and deeper understanding of customer behaviour
- Culture of agility:
 - De-cluttering the operational model
 - Encourages innovation
 - Fosters collaboration inside and outside the airport
- Adaptable infrastructure

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Strategic Collaboration underpins the airport's transformation:

- Innovates with a strong collaborative approach
- Creates new business opportunities
- Uses technology as enabler to the business



Sustainable Growth: a step-change in the business

- Focus on customer centricity
- Being proactive versus reactive
- Being relevant, the airport must "be where the customers are"



Smart Infrastructure: agile and flexible:

- Supports the airport and its stakeholders operational needs
- Provides a platform for innovation
- Provides flexibility to adapt and scalability to accommodate growth

Sources of Insights



Thank you



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