



Digitize the physical space of your airport to capture, analyze and action data of how different visitor profiles behave, while creating exceptional customer experiences through wayfinding and marketing automation.

With new innovations in technology and the number of consumers using digital channels only increasing, many airports and transportation hubs are embarking on large scale digital transformation projects aimed at enhancing the traveler experience.

WiFi analytics involves using your guest WiFi network as a means of capturing traveler data. This data can include name, date of birth, interests, hometown, contact details, footfall, dwell, frequency of visits and more. For peace of mind, all visitor data will be accessible to visitors and customers via their own My Data Privacy Portal, at any time. You can then use this data to build better customer profiles and drive personalized marketing campaigns; ultimately transforming your guest WiFi network into a revenue generating tool.

A PATHWAY TO HIGHER RETURN



Benefits and Use Cases for WiFi Engagement & Analytics

Use Guest WiFi to collect passenger contact information and grow your CRM

Utilize your guest WiFi to collect customer contact information which can be transferred into your CRM database & BI Systems. Use this contact information to send marketing communications to increase non-aeronautical revenue.

Enrich data records and customer profiles

Customer data can be enriched with additional information such as demographic, behavioral and social interest data.

Understand passenger behavior and use it to improve operational efficiency

Identify high dwell areas, footfall traffic patterns and potential bottlenecks.



Why should you transform your airport into an intelligent space?

- 56% of airport revenue is aeronautical revenue¹
- 40% of airport revenue is non-aeronautical revenue¹
- 39% increase in travel retail sales from 2019 to 2023²
- 1% increase in customer satisfaction leads to a 1.5% increase in spending³
- Big data is a top priority for 61% of airlines⁴
- \$74.24: the cost per minute to airlines of delayed flights⁵
- 77% of airports globally are to trial interactive navigation in the next 3 years⁶
- 54% of passengers believe that in-airport-turn-by-turn GPS for navigating terminals and gates will improve efficiency and customer experience⁷
- 51% of passengers said they would spend more money in shops and restaurants if they were able to receive a text message alert 10 minutes prior to boarding⁷
- 48% would spend more if they were sent consistent flight status notifications on their phone⁷

¹ ACI Economics Report, 2017

² Allied Market Research, Global Travel Retail Market, 2018

³ ACI, Does passenger satisfaction increase airport non-aeronautical revenue, 2016

⁴ Financial Times, How airlines aim to use big data to boost profits, 2018

⁵ Airlines for America, 2019

⁶ SITA, Air Transportation IT Insights, 2019

⁷ OAG, The Airport Delight Report: Humans vs Machines, 2019

Benefits and Use Cases Continued...

Use the aggregated demographic and behavioral data to aid discussions with airlines

Use the data and insights collected from WiFi Engagement & Analytics to add an extra dimension to your discussions when trying to attract new airlines or additional routes. An example of this may be identifying the top hometowns of departing passengers.

Use digital mapping to improve the customer experience

Blue dot technology, similar to Google or Apple Maps, which can help passengers navigate around terminals and find their departure gate with minimal stress by using their mobile device.

Use digital mapping to increase operational efficiency

Avoid passengers arriving at the gate late or having to ask staff for directions by providing them with the optimal route from their current location to their gate.

Use wayfinding to boost parking sales

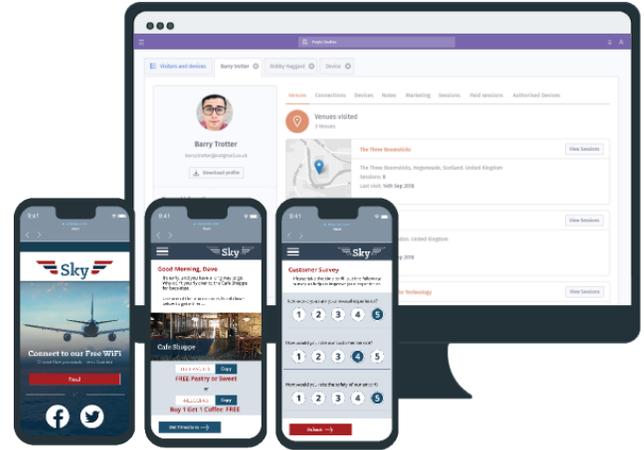
Passengers can use the digital mapping and wayfinding solution to direct them from home to an appropriate parking lot and then continue their journey using the solution to the terminal.

Increase non-aeronautical sales with location-based real-time messaging

Send passengers offers and incentives based on location to increase spend per head, as well as keep them informed on the progress of their flight.

Use data to support rental fees

Use the data you've collected through Telesystem WiFi Engagement & Analytics to support changes in rental fees and make data-driven decisions.



Drive app downloads

You can redirect customers at the end of the WiFi access journey and prompt them to download your app, linking to the relevant app store based on type of device.

Promote additional services to cross & upsell

You can redirect customers at the end of the WiFi access journey or send them a real-time communication promoting other products & services such as lounges.

Drive passengers down predefined routes to increase non-aeronautical sales

Force passengers to pass certain outlets to increase spend. For example, using the demographic data from WiFi Engagement & Analytics to identify those customers who may be interested in luxury retailers.

Avoid passengers arriving late to the gate by sending SMS reminders

Our marketing automation features allow you to send reminders to passengers around the status of their departure gate.

Drive additional revenue from sponsorship

Partner with retailers and food & beverage providers allowing them to sponsor parts of the WiFi access journey, promotional videos, SMS and emails.

Gather feedback at scale to show you're listening to your customers

Use the contact information collected from the guest WiFi to automate surveys and collect passenger feedback. Use this feedback to improve services and aid your discussions with airlines.

