How Technology is Shaping the Airport World

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Chief Commercial Officer, Gatwick Airport

world travel market®

6 - 8 Nov 2017

London

An airport on the up… growing passengers through competing

- 8 years of **competition** in strong independent ownership
- Increase from **31 to 46 million** passengers since 2009
- **£1.6 billion of investment** in capacity, service, technology and commercial projects

Our big challenges and opportunities

Runway and airspace capacity	Very strong demand
Core service capacity	Constrained infrastructure
Growing sales per passenger	Online competition
Consumer landscape	Rapid change, increased demands, higher expectations

Efficient, effective service outcomes delivered with a friendly human touch requires rigorous focus on process, technology and people

Gatwick Airport by numbers: the most productive airport infrastructure on the planet

- 46 million passengers per year
- 130,000 passengers per day
- 12,000 per hour through security

- The world’s busiest single runway airport: 90 days 900+ aircraft movements
- 55 declared aircraft movements per hour
- The UK’s largest network: 228 destinations in 74 countries

How have our passengers' needs changed over time?

2011

I don't want to queue

Technology improves passenger processes & flow

2011 YouGov 2016

2016

I want to feel in control

Technology provides personalised experiences

Every day >120k empowered, informed, demanding, tech-enabled consumers come through our doors

Relaxed, happy customers need a great environment, fast and predictable processes, finger tip information and a human touch

Physical journey

Investment in terminals & operations to deliver capacity, quick core processes and a quality customer environment

YOUR LONDON AIRPORT Gatwick

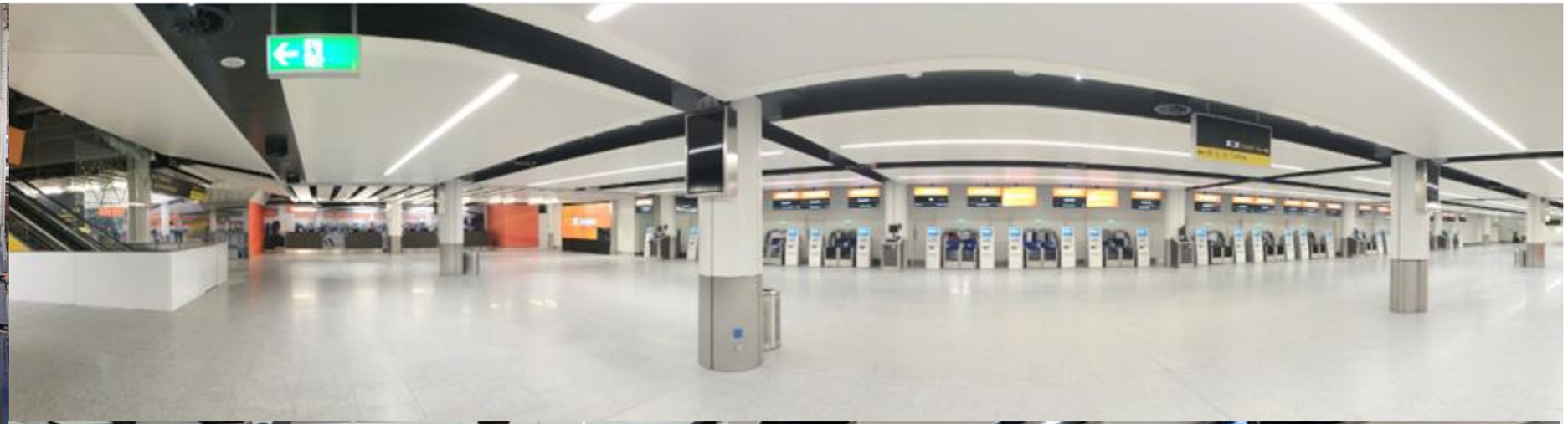
Emotional journey

Trained staff curate and deliver memorable experiences to gain customer advocacy and build reputation

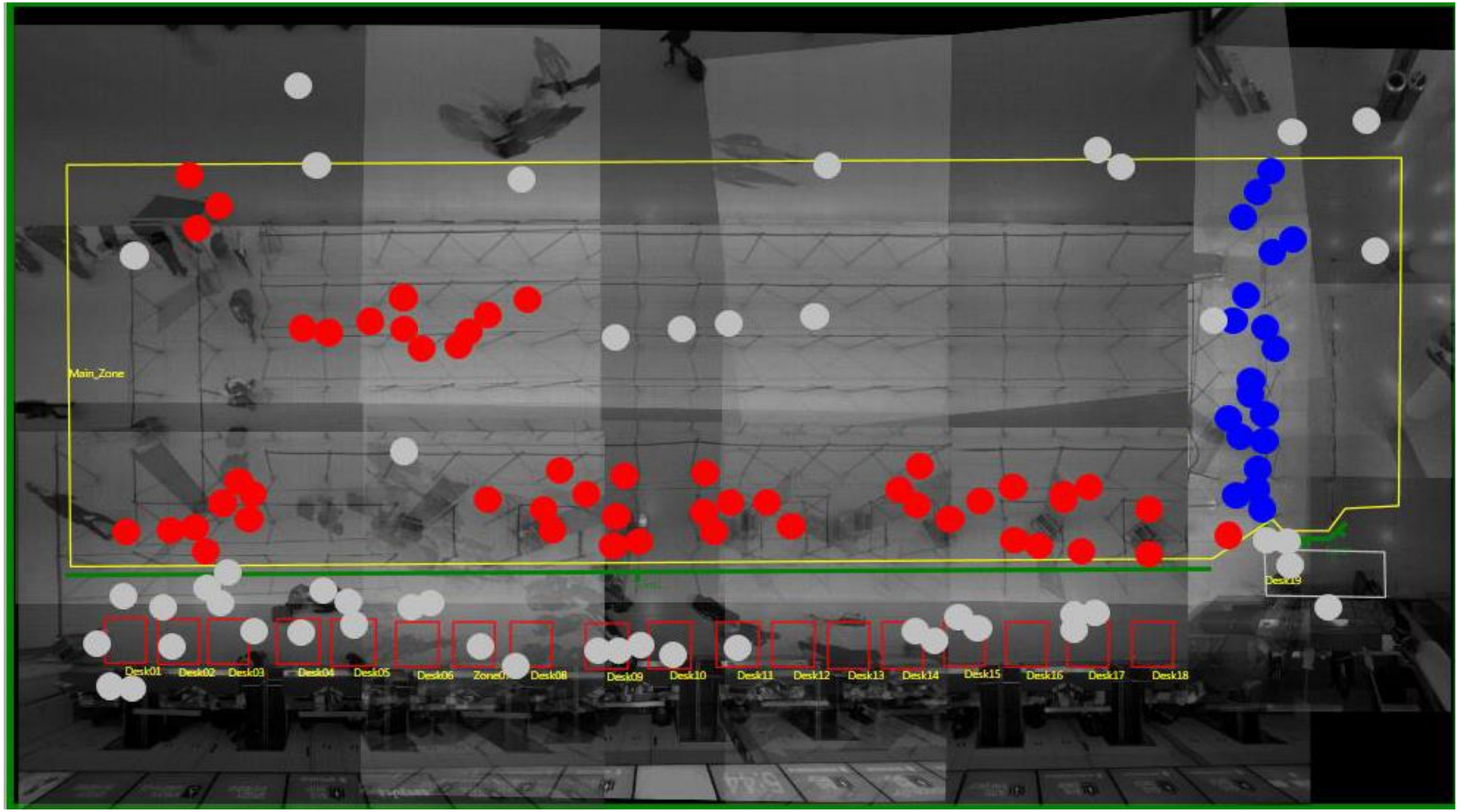
Digital journey

Automation, digital technologies are powerful consumer realities which need to be exploited in the interests of customers and our bottom line

Technology has transformed our passenger journey and service delivery



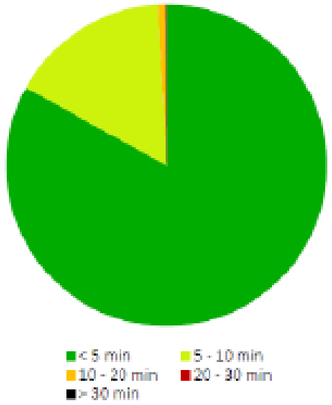
Real time check-in queue data drives service improvement and improves response times



Enhanced check-in reporting aids forensic planning of resources

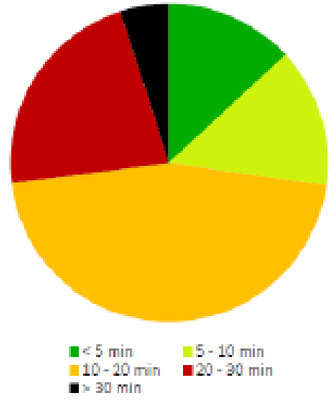
Weekly Waiting Times Statistics

Waiting Time	Target	Actual	PAX
< 5 Min	50%	83.0%	43361
< 10 Min	70%	99.1%	51758
< 20 Min	90%	99.8%	52146
< 30 Min	95%	100.0%	52217
> 30 Min		0.0%	0
Total			**52217**

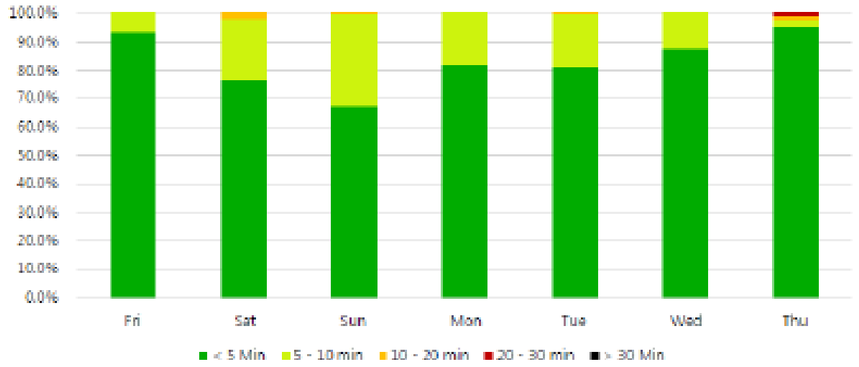


Weekly Waiting Times Statistics

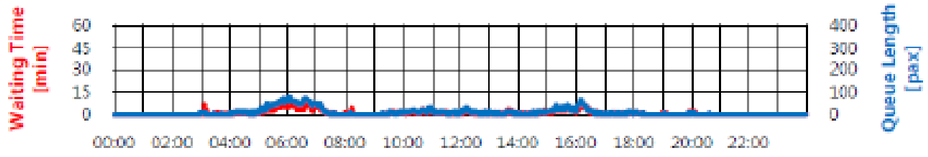
Waiting Time	Target	Actual	PAX
< 5 Min	50%	13.1%	4587
< 10 Min	70%	27.2%	9533
< 20 Min	90%	72.9%	25513
< 30 Min	95%	95.0%	33243
> 30 Min		5.0%	1722
Total			**34965**



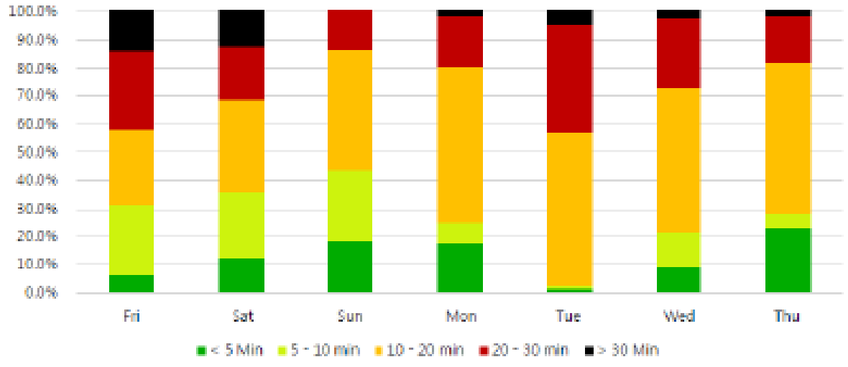
Daily Waiting Times Statistics



Friday



Daily Waiting Times Statistics



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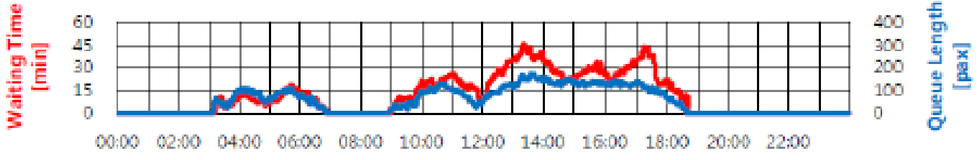
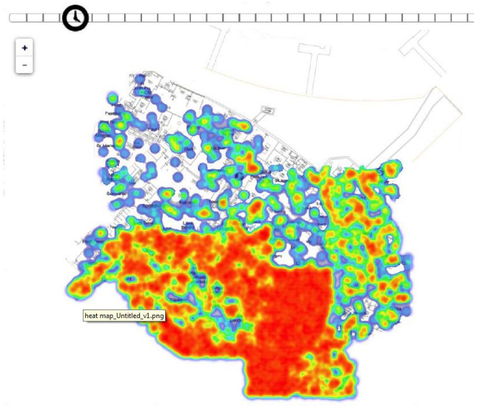
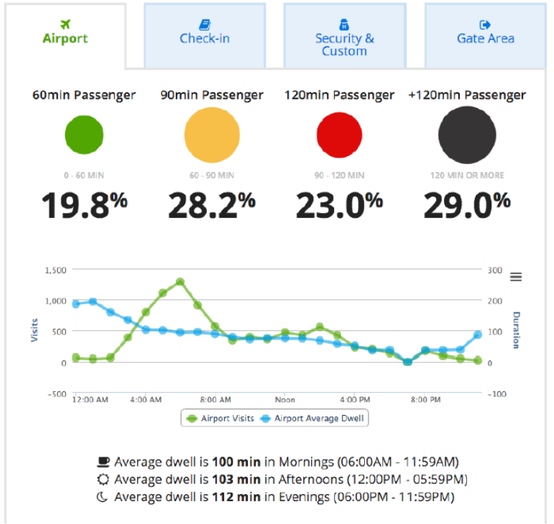
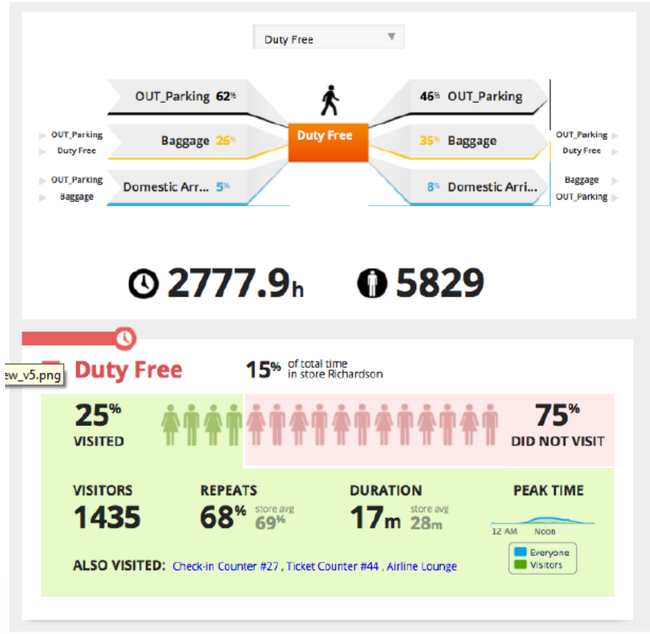


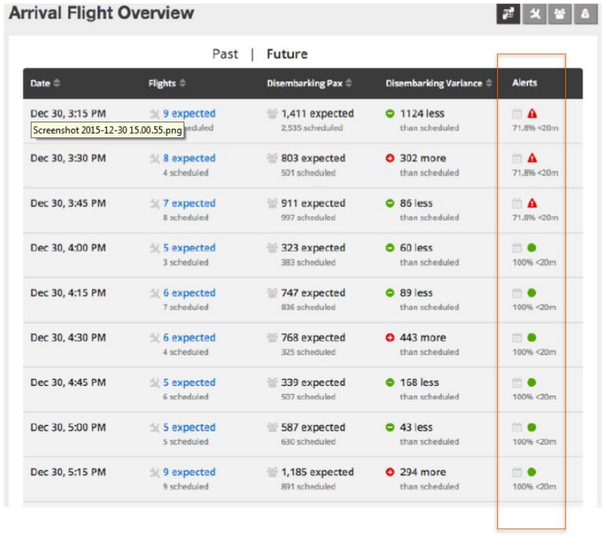
Passive WiFi analytics makes our infrastructure intelligent

- ✈ **Increased passenger satisfaction**
  - Optimising the passenger flow
  - Real time/predictive data
- ✈ **Direct commercial benefit**
  - Category/concession placement
  - Link promotional stimulus to EPOS
  - Correlations and trends
  - Data-led advertising
- ✈ **Optimised staffing**
  - Improved resource deployment
- ✈ **New avenues for partnerships**
  - With airlines, sponsors and concessionaires









Award winning Gatwick Community App has transformed our campus comms to deliver better service

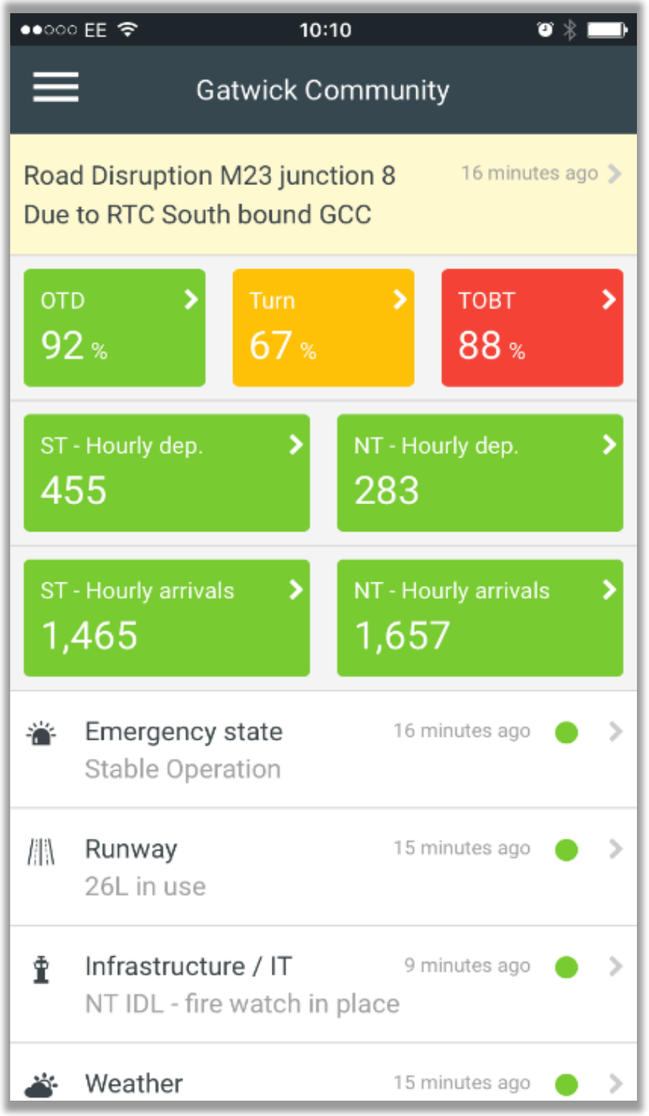
Digital Impact Awards 2017

DIGITAL IMPACT AWARDS 2017 WINNER

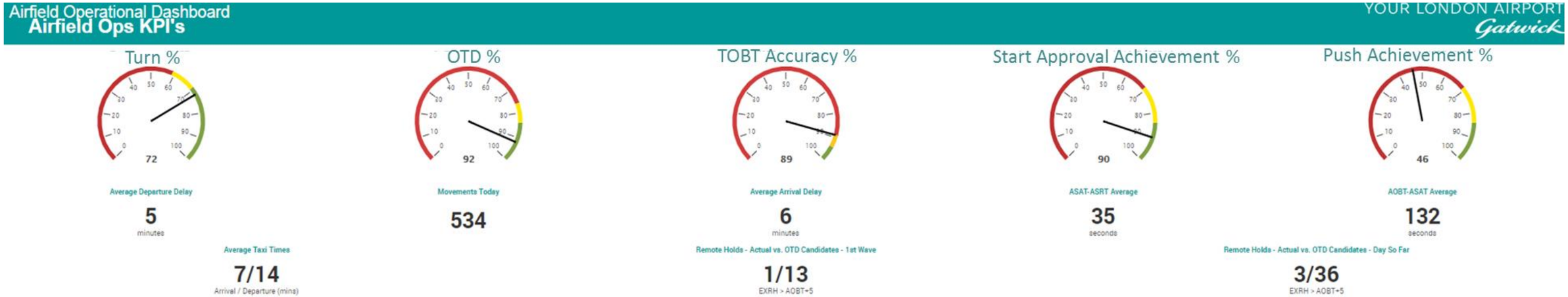
Best corporate app **GOLD**
Best use of mobile and portable devices **SILVER**
Best community development **BRONZE**
Best use of digital from the travel, leisure and tourism sector - **HIGHLY COMMENDED**

'Digital In-house Team of the Year‘

"*Our judges thought the app, and Gatwick's teams, were first class, praising the airport’s ambition in bringing together so many disparate organisations and utilising the power of digital technology to improve every aspect of the airports operation."*



Real time data drives improved airfield performance by all parties

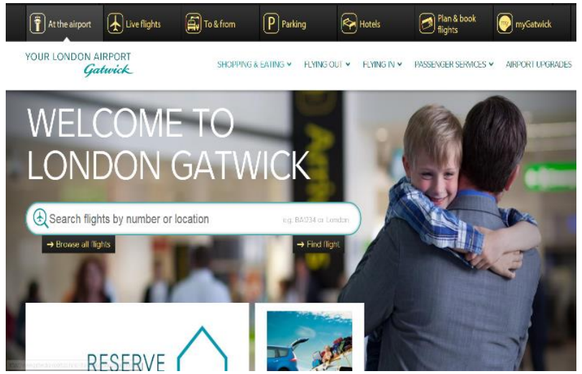


DHL	GUERNSEY'S AIRLINE aurigny	Menzies AVIATION	norwegian handling	Airline Services	dnata	GGS GATWICK GROUND SERVICES	swissport
Turn % 0%	Turn % 0%	Turn % 0%	Turn % 0%	Turn % 0%	Turn % 0%	Turn % 0%	Turn % 0%
OTD % 0%	OTD % 0%	OTD % 0%	OTD % 0%	OTD % 0%	OTD % 0%	OTD % 0%	OTD % 0%
TOBT % 0%	TOBT % 0%	TOBT % 0%	TOBT % 0%	TOBT % 0%	TOBT% 0%	TOBT % 0%	TOBT % 0%

OTD % On time Departure

TOBT % Target Off Block Time

Creating a ***Unified Customer View*** allows us to recognise our passengers as customers

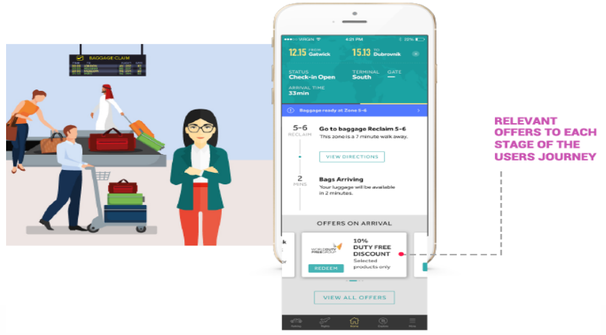


A single integrated marketing platform which works across all channels

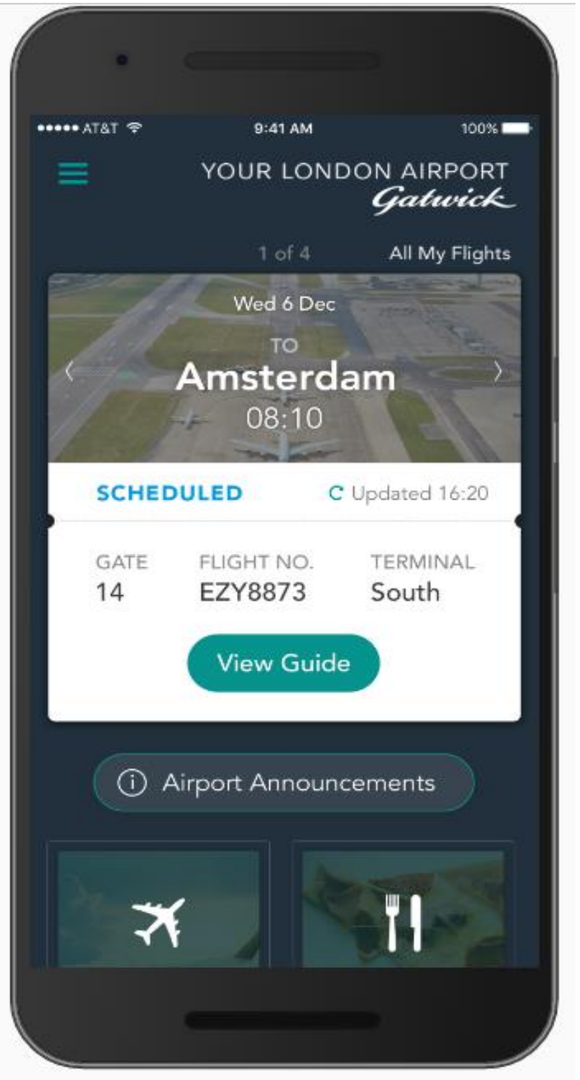
A single integrated website / e-commerce platform

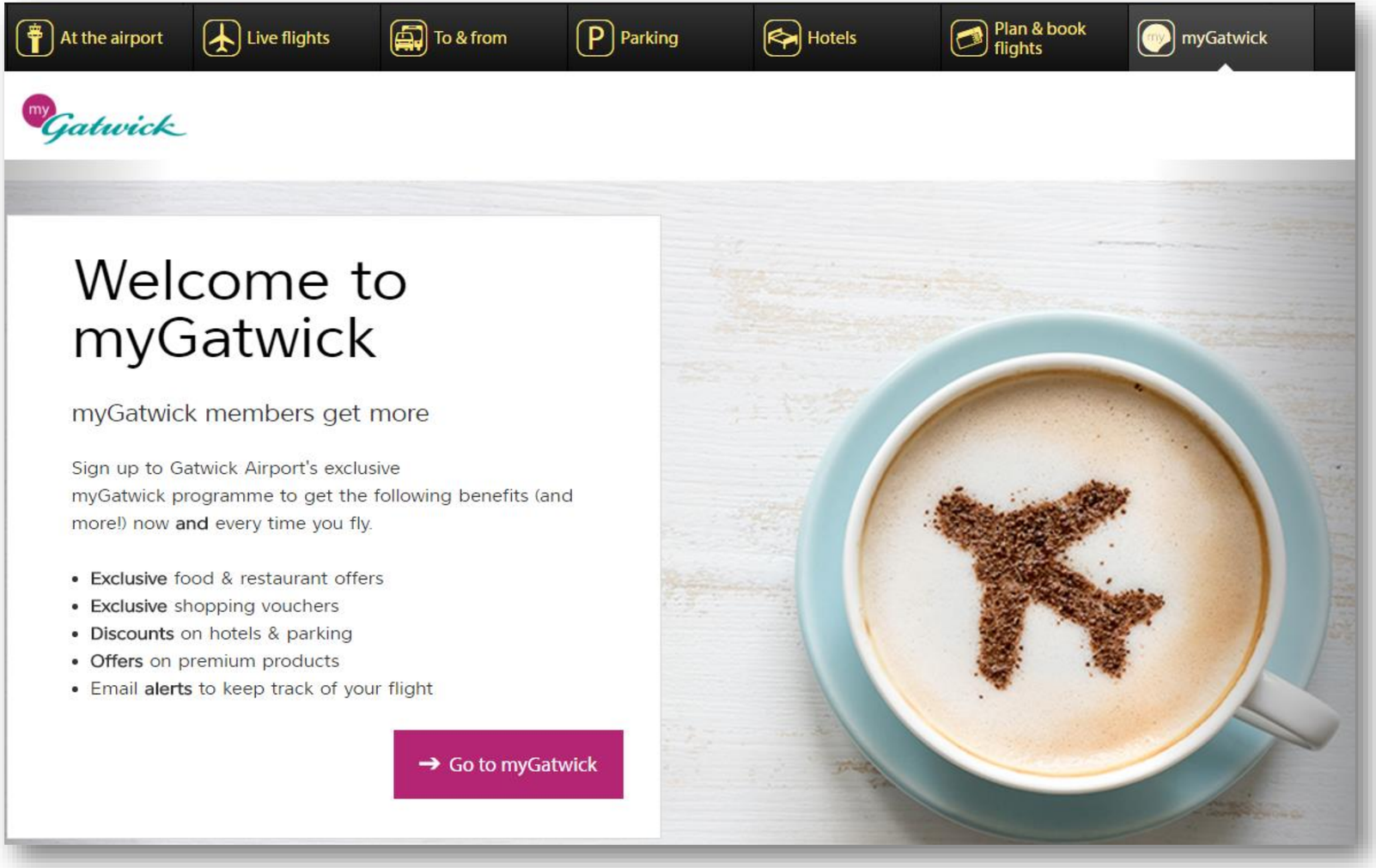
An integrated APP that drives a world class customer experience

CRM providing customer insight and customer service



Personalising the airport experience and rewarding engagement





GatwickConnects – next generation flight connections

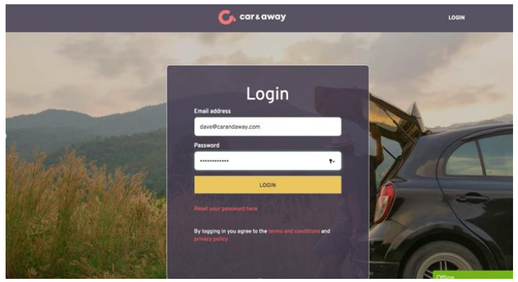
easyJet announces ‘Worldwide by easyJet’

13 Sep 2017easyJet, Europe's leading airline, has today launched ‘Worldwide by easyJet’ - the first global airline connections service by a European low fares airline.

New Frontiers

“Alexa, is my flight on time?”

Peer to Peer Car Rental



Autonomous Vehicles

Biometrics

Drones for tarmac inspection

ChatBot

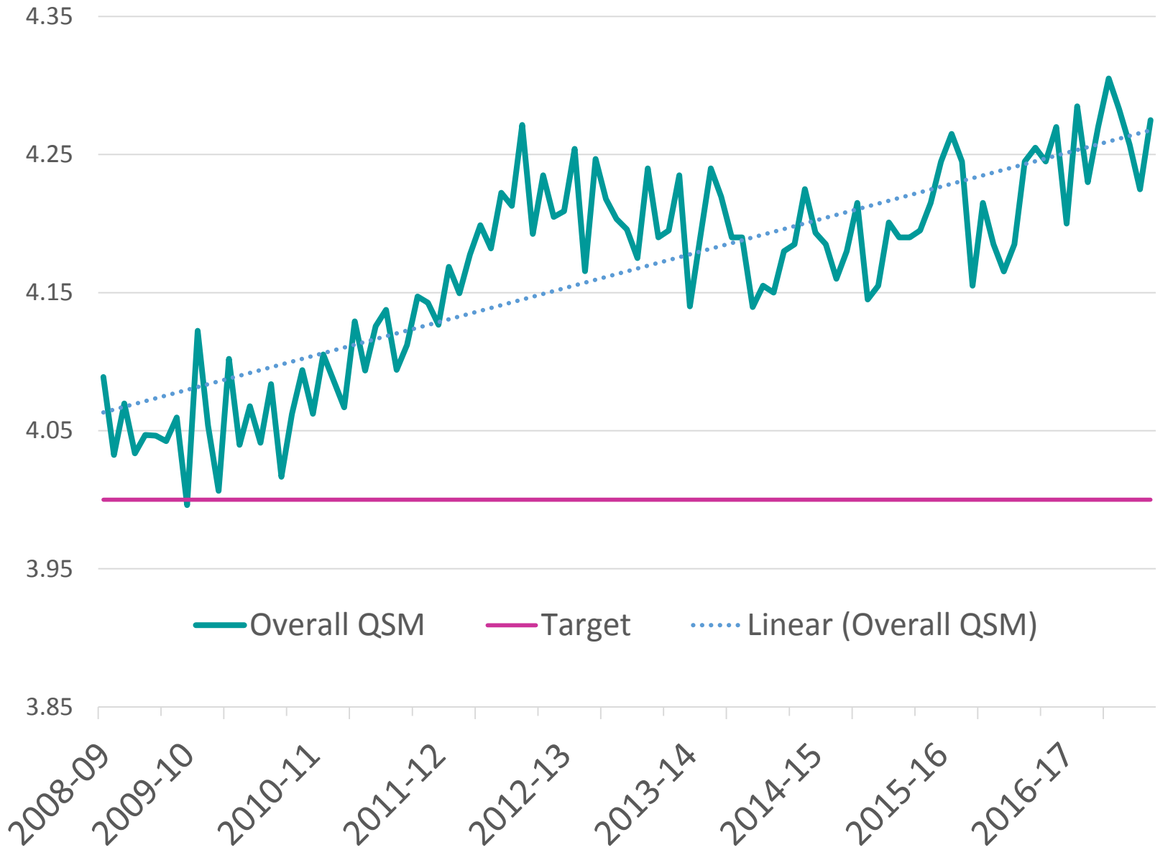
Restaurant Occupancy

Car Park Robotics

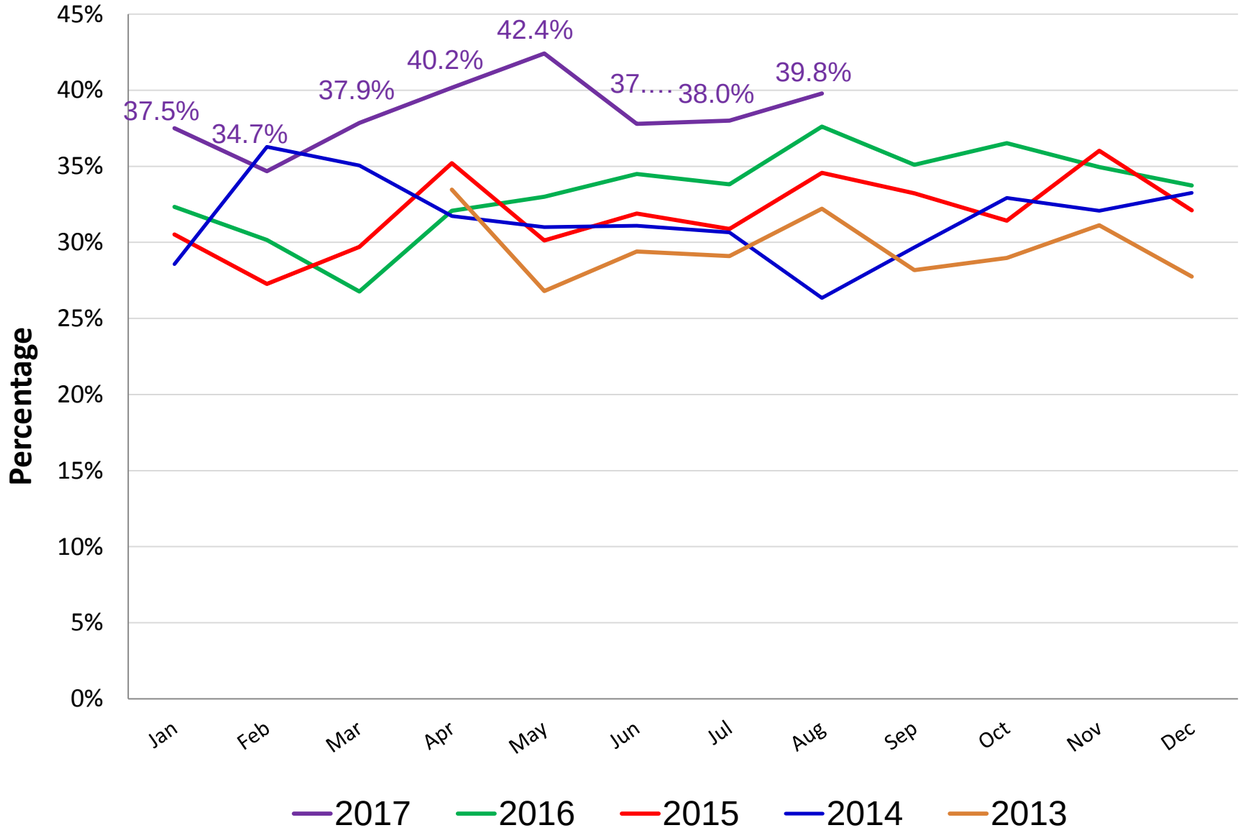
Technology is a key enabler but the personal touch completes the emotional journey

Record levels of passenger satisfaction

Overall Quality of Service Monitoring



Net Promoter Score



Our ambition

To be the world's most technologically advanced airport

NTA NATIONAL TRANSPORT AWARDS 2017

WINNER
AIRPORT OF THE YEAR

AOA
THE VOICE OF UK AIRPORTS
AWARDS 2017
BEST AIRPORT
(OVER 10 MILLION PASSENGERS)
WINNER