Istanbul Airport iGA

MAGICAL JOURNEYS START HERE

www.istairport.com

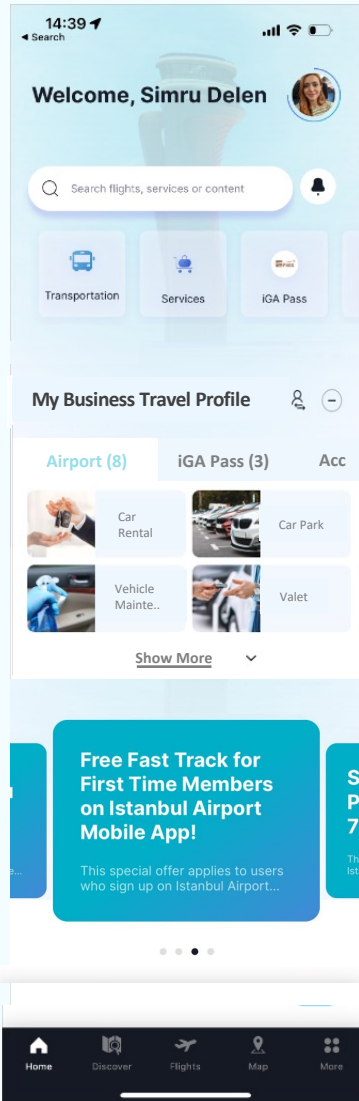f Ⅹ ⓘ ▶ in /igairport

SAS enriches our interactive mobile app solutions with seamless integration. We cater to passenger needs at micro level by incorporating proactive SAS solutions alongside our reactive solutions.

iST

MOBILE APP NATIVE FUNCTION
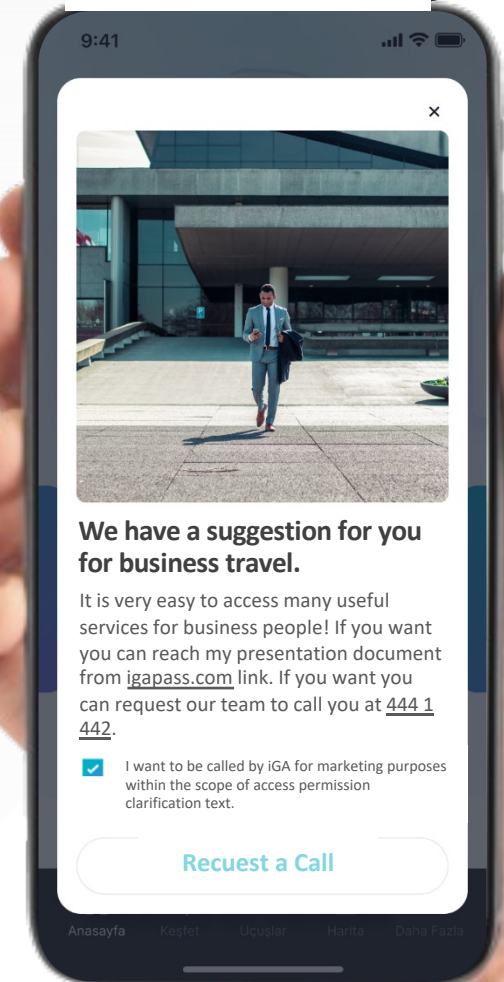

SAS SOLUTION

PROACTIVE

Instant product/service suggestions according to passenger profile

" **Suggesting iGA Pass to passengers who fit the business trip profile** "

" **Informing passengers traveling with kids about 'Family Gate', a free-of-charge lane dedicated to families** "

REACTIVE

PERSONALIZED HOMEPAGE

Personalized homepage showing a list of functions adapted according to passenger needs and preferences

PERSONALIZATION

We have a suggestion for you for business travel.

It is very easy to access many useful services for business people! If you want you can reach my presentation document from igapass.com link. If you want you can request our team to call you at 444 1 442.

☑ I want to be called by iGA for marketing purposes within the scope of access permission clarification text.
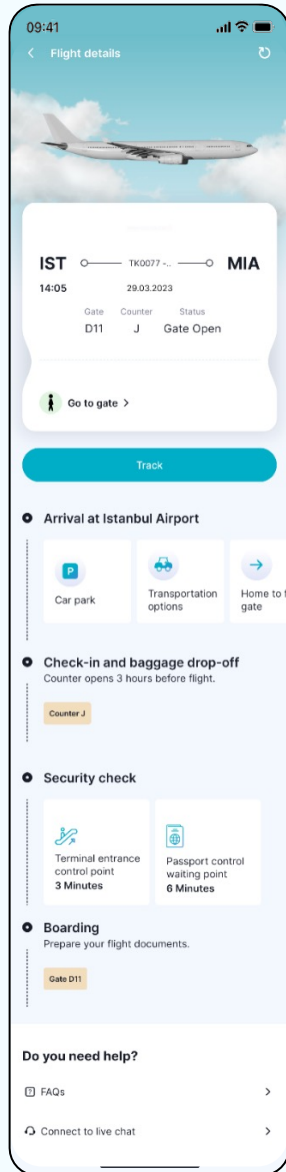
Recuest a Call

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MOBILE APP NATIVE FUNCTION

SAS SOLUTION

PROACTIVE

Instant suggestions according to in-terminal passenger route

" **Suggesting to a passenger, whose boarding gate is on Pier A for instance, the lounge on that pier** "

" **Directing users, who make a search on the app and then go back to homepage, to WhatsApp and Virtual Assistant** "

REACTIVE

PERSONALIZED ROUTE MENU

Suggesting a personalized route according to passenger profile preferences, flight information and time of arrival at the airport

Navigation guidance
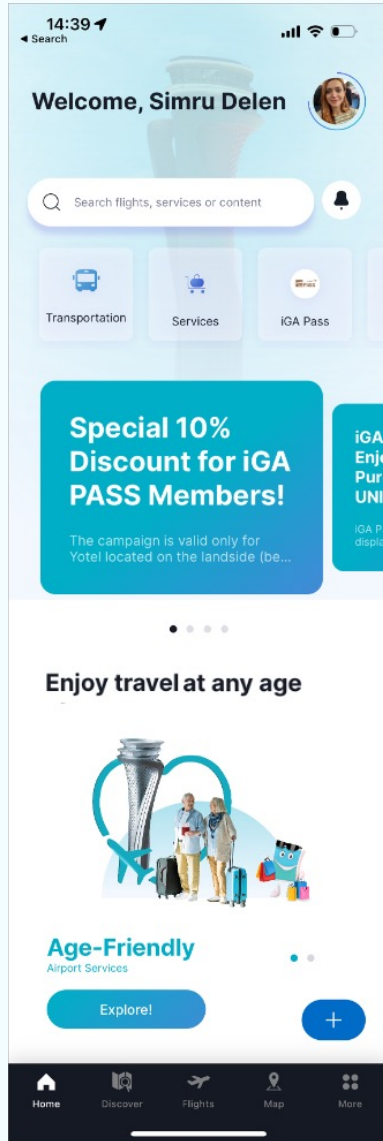
➕ Add/remove stops
(coming soon)

BEHAVIORAL PROPOSALS

Mobile app screen:
09:41
< Flight details

IST — TK0077 -... — MIA
14:05   29.03.2023
Gate   Counter   Status
D11   J   Gate Open

🚶 Go to gate >

Track

● Arrival at Istanbul Airport
  Car park | Transportation options | Home to gate

● Check-in and baggage drop-off
  Counter opens 3 hours before flight.
  Counter J

● Security check
  Terminal entrance control point 3 Minutes | Passport control waiting point 6 Minutes

● Boarding
  Prepare your flight documents.
  Gate D11

Do you need help?
📋 FAQs
🎧 Connect to live chat

SAS Solution phone screen:
9:41
Monday, June 6
9:41
72 52 52 | NY | 50% | 5:56 PM

IST: Did you know that there is a Pop Up Lounge right next to your flight gate? We are waiting for you at our private resting point so that you can enjoy your flight.

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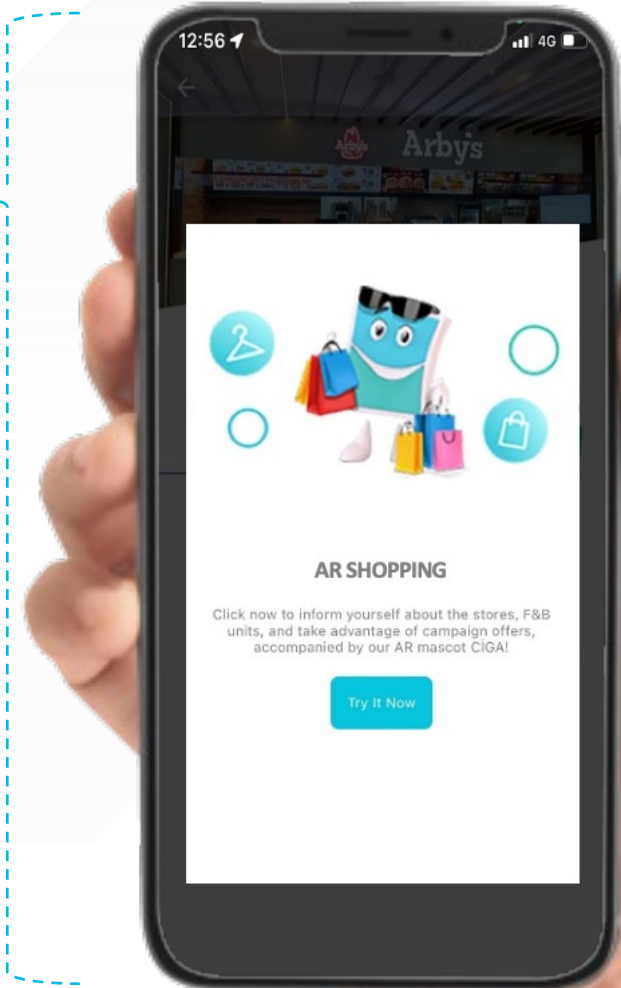
MOBILE APP NATIVE FUNCTION

PROACTIVE

Suggesting new functions for an enhanced experience according to passenger travel purpose and in-app actions

" **Directing users, who visit the shops and food & beverage areas, to AR Shopping** "

" **Reminding passengers traveling abroad to get an overseas departure duty stamp** "

SAS SOLUTION

REACTIVE

SEGMENT-SPECIFIC FEATURED SOLUTIONS

- Age-Friendly Services (65+)
- AR Shopping for Gen Z

SEGMENT/NEED-ORIENTED SOLUTIONS