Istanbul Airport

MAGICAL JOURNEYS START HERE

www.istairport.com

/igairport

Digital Journey Experience

Through Departure Passenger's Eyes

At Istanbul Airport

Istanbul Airport as an Aviation Hub

Being a Part Of The Journey

Location of Istanbul Airport
60+ Capitals | 120+ Countries | 130+ Destinations

Staff and Passengers
10.000 Staff | 1.500+ Flights | 200.000+ Passengers

Commitment
Swift | Seamless | Remarkable

Operational Approach
Informed | Directed | Managed

Digital Approach
Collaborating | Updated | Data

Innovative Approach
Attractive | Functional | Experience

The opportunity to employ analytically driven methods has arisen to create a seamless passenger experience at the airport

PROBLEM

WHY?

- Inability to Personalize
- Limited Passenger Tracking
- Limited Analytical Capabilities
- Lack of Clear Guidance at Airport
- Missed Revenue Opportunities

OBJECTIVE

WHAT?

- Seamless Passenger Experience
- Boost Sales with Offer Optimization
- Support Passenger Loyalty
- Faster Time to Market
- Lower Marketing Costs

HOW?

- Guidance for Stress Free Experience
- Offer Optimization and Lead Generation
- Emotional Treatments
- Event Based Activities
- Conversion Optimization

We planned to cater to passenger needs at a micro level and configure offerings with SAS solutions aligned with our digital journey strategy

UNDERSTAND

Passenger behaviour through;

DATA

BEHAVIORAL

Location based activities (arriving at the airport, mobility at the airport), mobile app behaviours (flight tracking etc)

TRANSACTIONAL

Service purchase at the airport, carpark payments etc

DECLARATIVE

Filling the travel profile survey, satisfaction through mobile

IDENTIFY

Define;

- SEGMENTS
- NEEDS
- OFFERS

MAXIMIZE

Modify based on;

- REACTION TO OFFERS

Create a journey by;

- COMBINING NATIVE FUNCTIONS AND SAS SOLUTIONS

PERSONALIZE

Increase Interaction Through;

- PERSONALIZED AND REAL TIME COMMUNICATION

Align with our mobile app's proactive native solutions provided throughout passenger journey, SAS enriches every step with reactive actions

DIGITAL JOURNEY STEPS

At Home	Arriving at Terminal	Before Security	Pasaport Control	After Security	Boarding

Track flight!

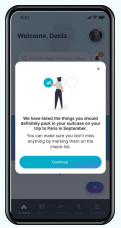
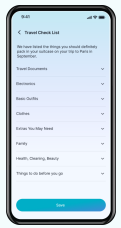
My Travel Profile → My Travel Checklist → Create My Journey → Valet& Parking → Fast Track → Luggage Wrapping → Check-in → Stamp& ATM → Passport Control → Duty Free Shopping → Lounge → Buggy → Boarding

Proactive

Reactive

App Rating

Proactive

Your Journey is Ready!

Push Notif -Parking&Valet Payment.

Push Notif -Fast track

Push Notif -Luggage wrap

Push Notif -Check-in counter

Push Notif -Duty stamp& atm

Push Notif -E-passport

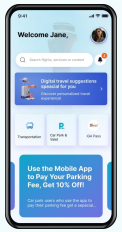
Push Notif -Unifree discounts

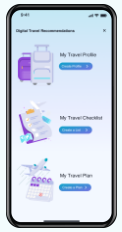
Push Notif -Lounge

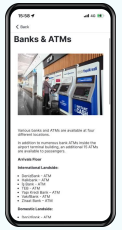
Push Notif -Buggy

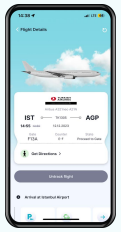
Reactive

In APP -Your journey is ready.

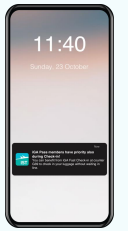








In APP -App rating



In APP -Have a nice flight

App Rating

Istanbul Airport

PERSONA

JANE

Jane is known for not having a plan and impulsive person. She frequently travels abroad, so she has just bought iGA Pass annual membership. She usually goes on short-term business trips alone and she’s highly responsive to campaigns.

Pain Points

- Uncertainty in Travel Plans
- Difficulty in Finding Information
- Navigational Challenges

Motivations

- Relevant Campaigns
- Efficiency and Ease
- Saving time
- Engage more proactively

Needs

- Real-Time Guidance
- Simplified Information Access
- Efficient Navigation
- Comfort-seeking

Solution Offers

- Real-Time Notifications
- Personalized and Location Based Campaign Offers
- Navigation Assistance
- Digitizing the airport experience

The Digital Journey begins before arriving at the airport

Track flight!

My Travel Profile

My Travel Checklist

Create My Journey

Valet& Parking

Fast Track

Luggage Wrapping

Check-in

Stamp& ATM

Passport Control

Duty Free Shopping

Lounge

Buggy

Boarding

Through specifically designed native mobile functions Jane is better characterized and her needs are clarified based on her data

UNDERSTAND - IDENTIFY

We ensure an experience where a passenger starts their digital journey even before arriving at the airport via the mobile application

TRACK FLIGHT

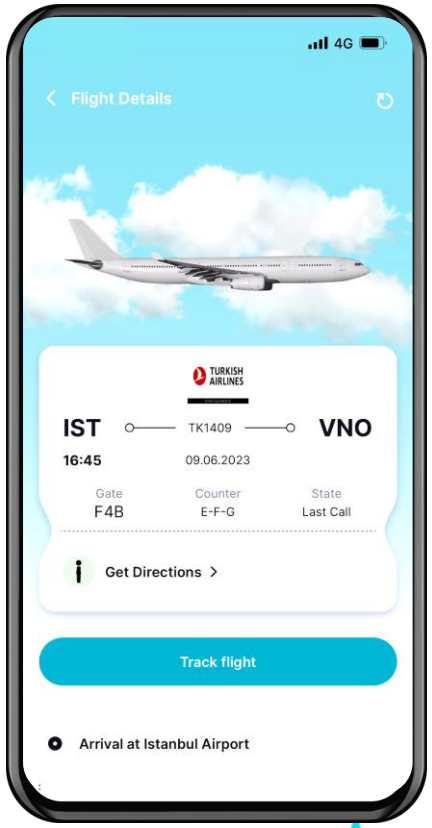
PROACTIVE
NATIVE FUNCTION
SAS SOLUTION
CI 360

DO YOU HAVE A FLIGHT SOON?

sas
CI 360

Jane as a Passenger receives a notification and directed to filght tracking module

- TRACK FLIGHT FUNCTION -



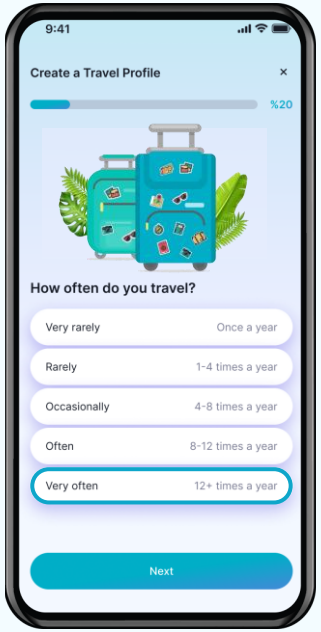
By Tracking Flight

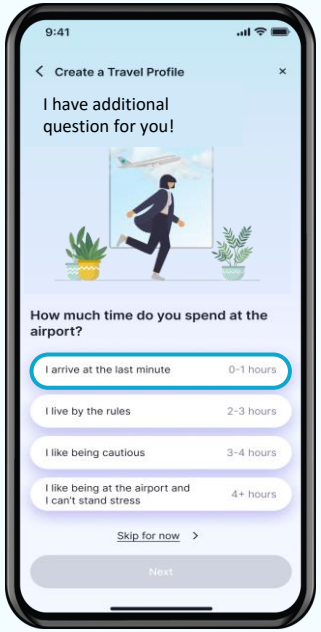
Jane can learn about flight-related changes in advance, she can make her airport experience enjoyable with personalized recommendations based on flight information.

Passengers declarative data is obtained through specifically designed native mobile functions and this data is used for upcoming solution offers

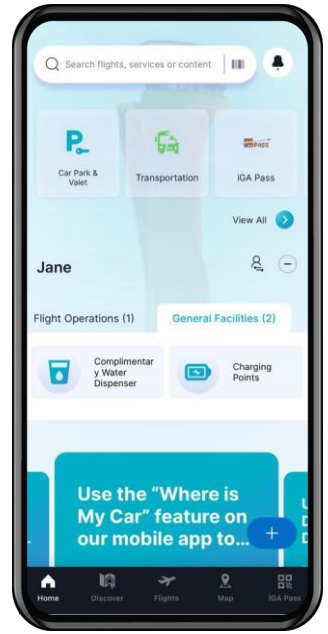
MY TRAVEL PROFILE

PROACTIVE
NATIVE FUNCTION





Travel habits of passengers are gathered and profile types are created.
The main menu of the application is personalized according to user preferences.



DON'T FORGET TO FILL YOUR TRAVEL PROFILE FOR PERSONALIZED DIGITAL JOURNEY!

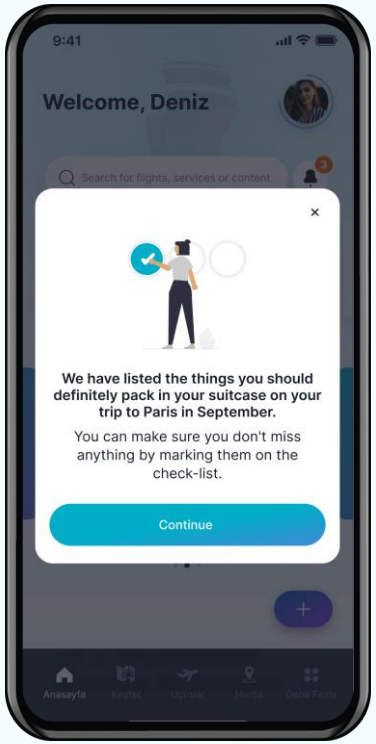
Track flight!

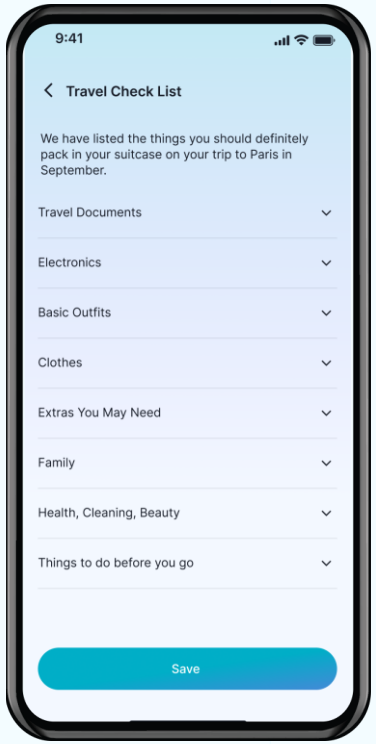
My Travel Profile | My Travel Checklist | Create My Journey | Valet& Parking | Fast Track | Luggage Wrapping | Check-in | Stamp& ATM | Passport Control | Duty Free Shopping | Lounge | Buggy | Boarding

Passengers declarative data is obtained through specifically designed native mobile functions and this data is used for upcoming solution offers

MY TRAVEL CHECKLIST

NATIVE FUNCTION



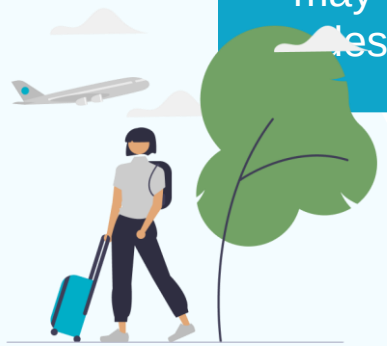


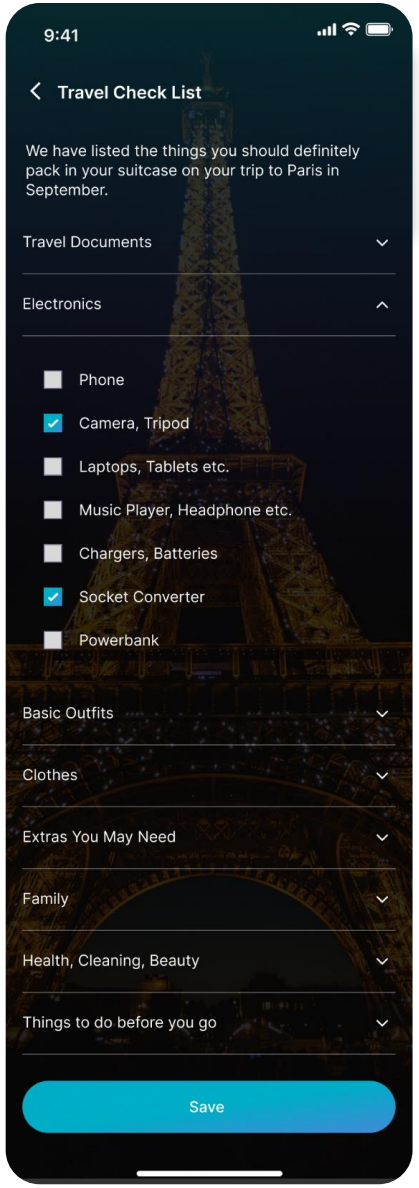
DON'T MISS A THING
FILL OUT YOUR
CHECKLIST NOW!

CUSTOMIZED

Destination |
Season |
Preferences |

Users are provided with a suitcase checklist to assist them in packing. If they track their flight, needs that may be suitable for their destination are listed.





Track flight!

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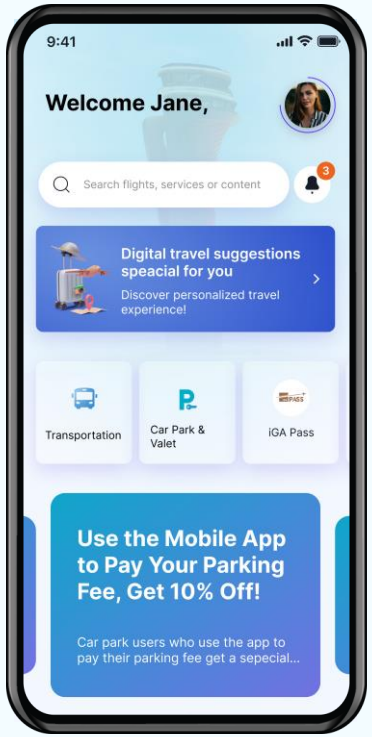
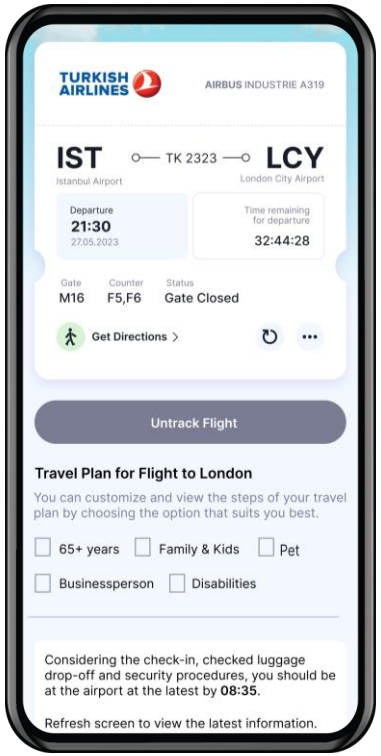
Based on the passenger's statements about what they want to do within the terminal and behavioral data, a personalized journey recommendation is provided to them

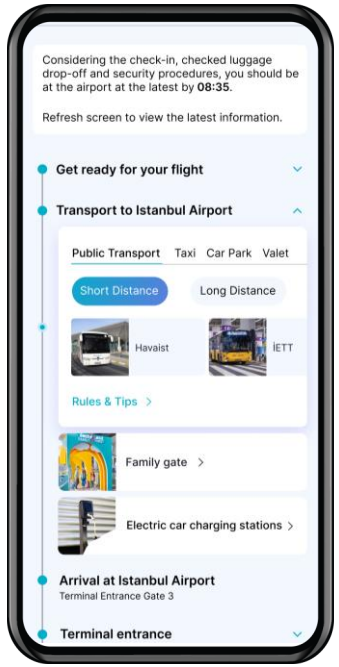
CREATE MY JOURNEY

PROACTIVE
NATIVE FUNCTION



Tailored journey recommendations are offered based on declarative and transactional data gathered earlier for different travel personas (such as families with children, transit passengers etc.)





YOUR JOURNEY IS READY!

Track flight!

My Travel Profile · My Travel Checklist · Create My Journey · Valet& Parking · Fast Track · Luggage Wrapping · Check-in · Stamp& ATM · Passport Control · Duty Free Shopping · Lounge · Buggy · Boarding

After understanding passengers' needs through their footprints, recommendations are shaped in integration with SAS, and personalized communication is established with the passenger

CREATE MY JOURNEY

PERSONALIZATION

REACTIVE

SAS SOLUTION
CI 360

Thanks to the notifications we send, Jane can view her travel plan before even arriving at the airport.

Don’t forget to check your journey specially designed for you!

sas
CI 360

“By clicking the notification Jane receives a step-by-step guide on what needs to be done within the terminal”

YOUR JOURNEY IS READY!

Track flight!

My Travel Profile | My Travel Checklist | Create My Journey | Valet& Parking | Fast Track | Luggage Wrapping | Check-in | Stamp& ATM | Passport Control | Duty Free Shopping | Lounge | Buggy | Boarding

Experience is enriched at the terminal with reactive SAS solutions along with proactive native offerings

The customer journey begins to take shape in a personalized manner with behavioural, transactional and declarative data of the passenger.

Track flight!

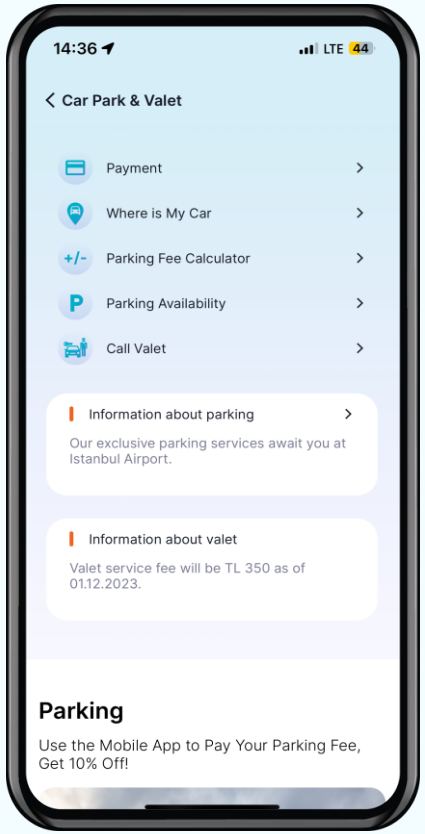
My Travel Profile | My Travel Checklist | Create My Journey | Valet& Parking | Fast Track | Luggage Wrapping | Check-in | Stamp& ATM | Passport Control | Duty Free Shopping | Lounge | Buggy | Boarding

When Jane arrives at the terminal, she will receive information about services based on her location and be directed accordingly.

Utilizing SAS Customer Intelligence and beacon technology, along with SAS Event Stream Processing, we were able to facilitate real-time responses and proactive engagement

TRANSACTIONAL

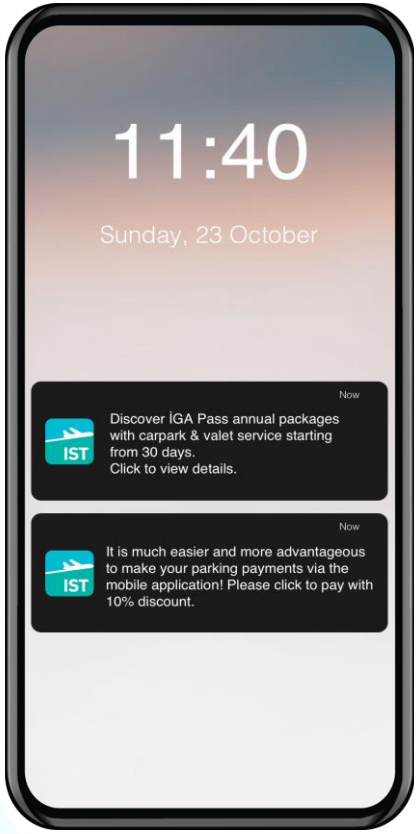
CAR PARKING FACILITIES



Once passengers arrive at the parking point, they receive real time notifications related to parking facilities.

SERVICE OFFER AND EASE OF PAYMENT

REACTIVE
SAS SOLUTION
CI 360
ESP
VIYA



Beacon

Mobile Payment

PAY WITH 10% DISCOUNT VIA MOBILE APP PAYMENT!

Track flight!

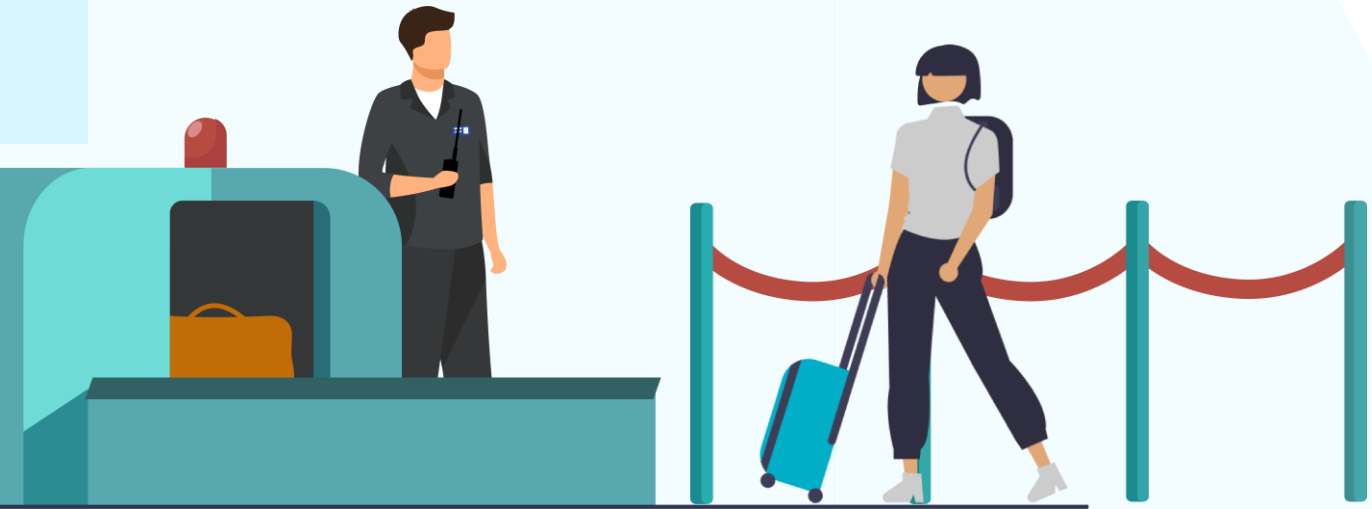
My Travel Profile | My Travel Checklist | Create My Journey | Valet& Parking | Fast Track | Luggage Wrapping | Check-in | Stamp& ATM | Passport Control | Duty Free Shopping | Lounge | Buggy | Boarding

"Customer moments" are created through beacon cases, offering targeted guidance and creating opportunities to meet customer needs while generating additional revenue streams

BEHAVIORAL

iGA FAST TRACK SERVICE

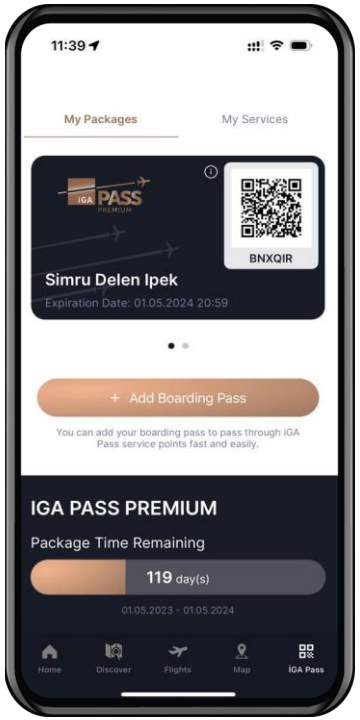
At the terminal entrance gates where iGA Fast Track service is available, iGA Fast Track service communication is made through beacon technology to save time for the passenger within the airport.



iGA PASS PRIVILEGES REMINDER

REACTIVE

- SAS SOLUTION
- CI 360
- ESP
- VIYA



Beacon

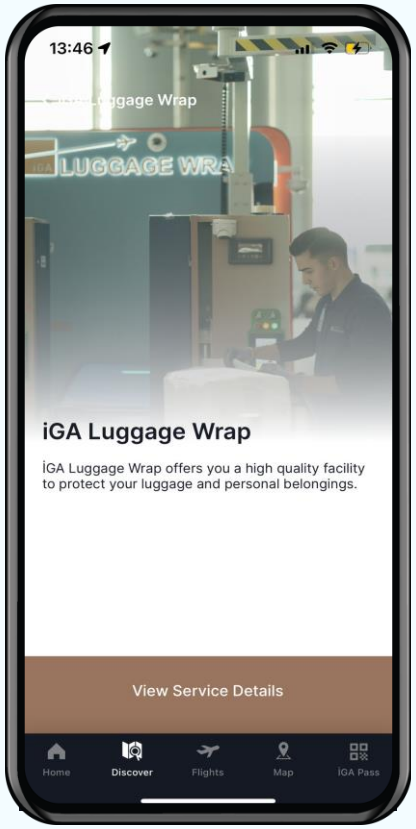
"Customer moments" are created through beacon cases, offering targeted guidance and creating opportunities to meet customer needs while generating additional revenue streams

BEHAVIORAL & DECLARATIVE

iGA LUGGAGE WRAP SERVICE

REACTIVE

SAS SOLUTION
CI 360



For passengers having long distance flights, an informative recommendation is made about the iGA Luggage Wrapping Service to prevent damage to their baggage.

OFFER FOR LONG DISTANCE FLIGHTS

MINIMIZE DAMAGE WITH iGA LUGGAGE WRAPPING!

Track flight!

My Travel Profile · My Travel Checklist · Create My Journey · Valet& Parking · Fast Track · **Luggage Wrapping** · Check-in · Stamp& ATM · Passport Control · Duty Free Shopping · Lounge · Buggy · Boarding

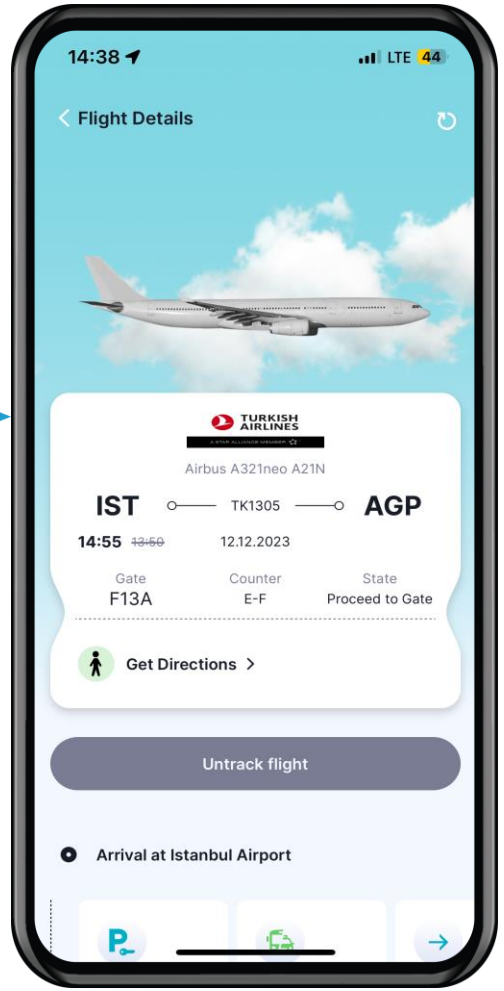
Within the traveler's active journey, the traveler's footprint is continually tracked

MOBILE APP NAVIGATION FUNCTION

Jane can reach to the check-in counter using the map function of our mobile app.

COUNTER INFORMATION

PROACTIVE
NATIVE FUNCTION



REACH YOUR COUNTER WITH EASE THROUGH NAVIGATION!

Track flight!

My Travel Profile | My Travel Checklist | Create My Journey | Valet& Parking | Fast Track | Luggage Wrapping | Check-in | Stamp& ATM | Passport Control | Duty Free Shopping | Lounge | Buggy | Boarding

Tips and tricks are key to enhancing the passenger experience throughout their journey

iGA PASS PRIORITY CHECK IN SERVICE

BEHAVIORAL & DECLARATIVE

REACTIVE

SAS SOLUTION
CI 360
ESP
VIYA

Despite flying in economy class, Jane is informed that, as an iGA Pass member, she can check in with priority.

ENJOY PRIVILIGES WITH iGA PASS!

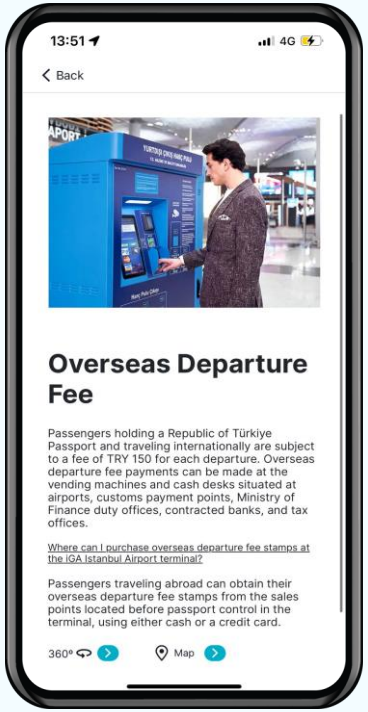
Track flight!

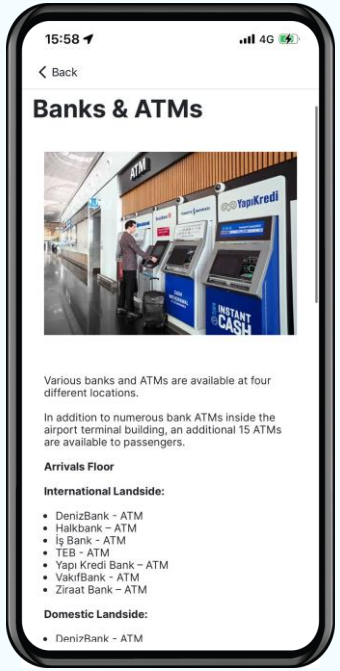
My Travel Profile | My Travel Checklist | Create My Journey | Valet& Parking | Fast Track | Luggage Wrapping | Check-in | Stamp& ATM | Passport Control | Duty Free Shopping | Lounge | Buggy | Boarding

Tips and tricks are key to enhancing the passenger experience throughout their journey

MOBILE APP NAVIGATION FUNCTION

BEHAVIORAL





NAVIGATION TO PRE-FLIGHT NEEDS

REACTIVE

SAS SOLUTION
CI 360
ESP
VIYA

Beacon

ACCESSING YOUR PRE-FLIGHT NEEDS IS NOW MUCH EASIER!

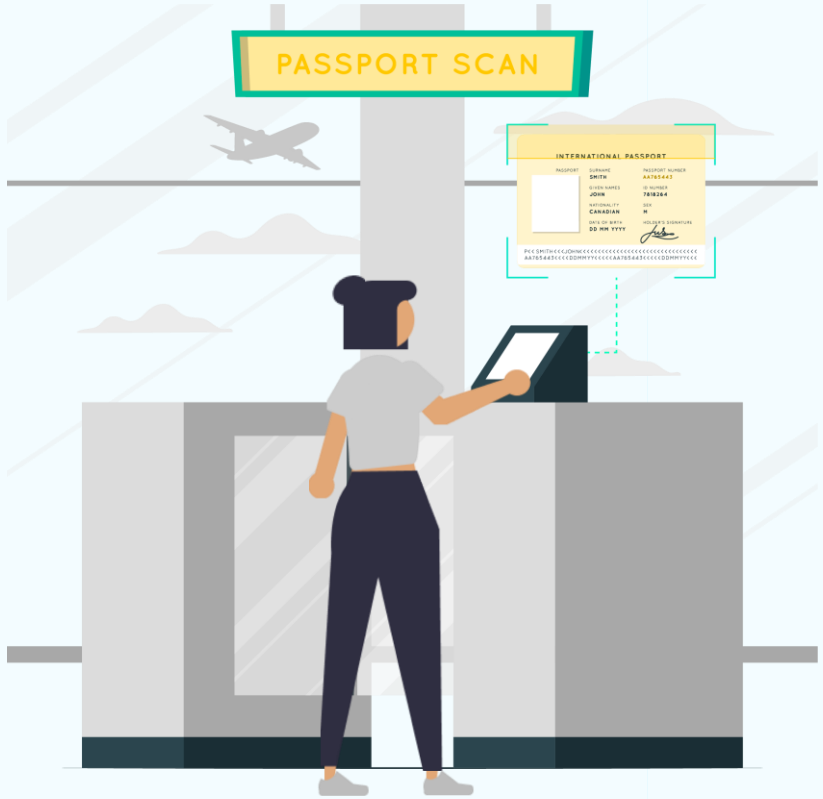
Track flight!

My Travel Profile | My Travel Checklist | Create My Journey | Valet& Parking | Fast Track | Luggage Wrapping | Check-in | Stamp& ATM | Passport Control | Duty Free Shopping | Lounge | Buggy | Boarding

Tips and tricks are key to enhancing the passenger experience throughout their journey

BEHAVIORAL & DECLARATIVE

E-PASSPORT FACILITY



REACTIVE

SAS SOLUTION
CI 360
ESP
VIYA

Beacon

SAVE TIME WITH E-PASSPORT!

Track flight!

My Travel Profile → My Travel Checklist → Create My Journey → Valet& Parking → Fast Track → Luggage Wrapping → Check-in → Stamp& ATM → Passport Control → Duty Free Shopping → Lounge → Buggy → Boarding

The increasing stress levels of passengers up to the security zone are minimized with provided solutions, and recommendations are offered to ensure passengers have a more enjoyable time

Digital journey becomes remarkably interactive, providing passengers with a seamless and engaging experience through the integration of native functions with SAS solutions.

Track flight!

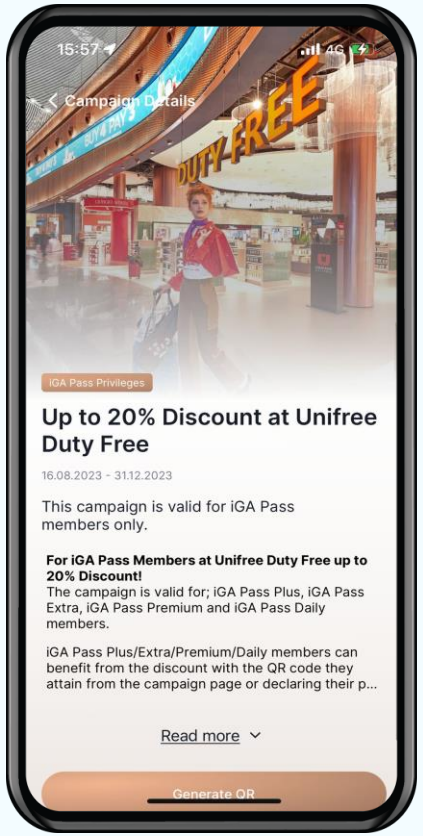
My Travel Profile
My Travel Checklist
Create My Journey
Valet& Parking
Fast Track
Luggage Wrapping
Check-in
Stamp& ATM
Passport Control
Duty Free Shopping
Lounge
Buggy
Boarding

Thanks to her mobile application, Jane navigates through one of the most stressful stage at Istanbul Airport more quickly and will save time.

Campaign offerings that contribute to the revenue stream are provided at the right stage of the journey

BEHAVIORAL & DECLARATIVE

iGA PASS PRIVILIGES



LOCATION BASED CAMPAIGN OFFER

REACTIVE

- SAS SOLUTION
- CI 360
- ESP
- VIYA

Beacon

IT IS TIME FOR SHOPPING UP TO 20% DISCOUNT RATE!

Track flight!

My Travel Profile → My Travel Checklist → Create My Journey → Valet& Parking → Fast Track → Luggage Wrapping → Check-in → Stamp& ATM → Passport Control → Duty Free Shopping → Lounge → Buggy → Boarding

The satisfaction level of passengers is continuously measured throughout the journey

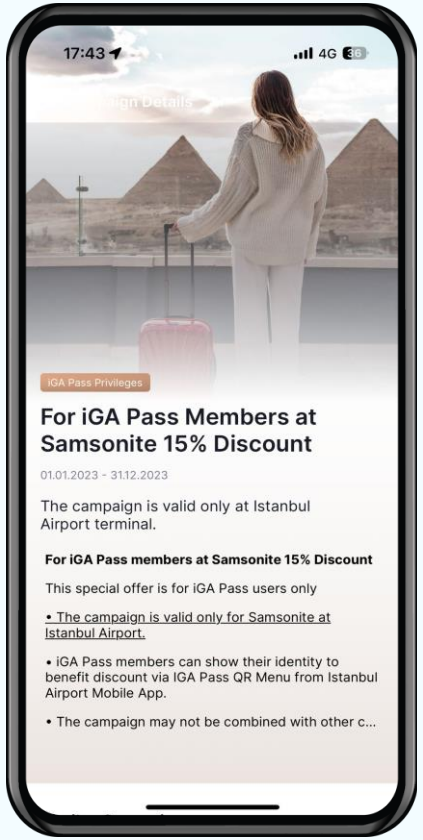
BEHAVIORAL

MEASURING PASSENGER SATISFACTION

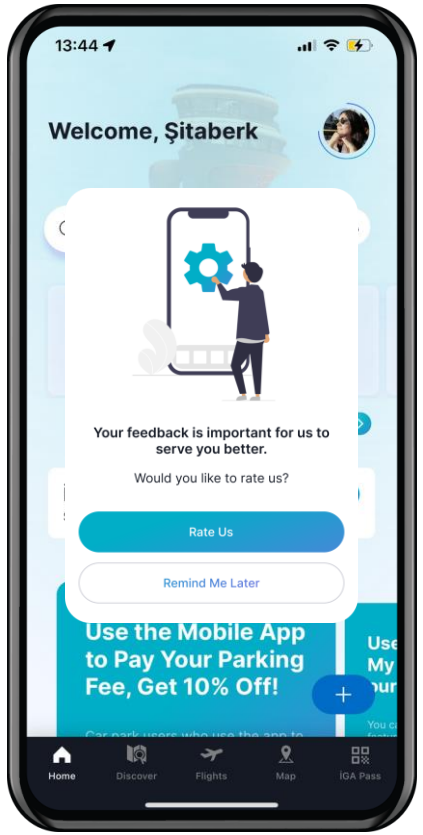
REACTIVE

SAS SOLUTION
CI 360

GETTING FEEDBACKS FROM PASSENGERS



When users navigate back to the homepage after engaging with various scenarios in the app, we present an in-app prompt requesting them to rate their overall experience with the app.



YOUR FEEDBACKS MATTER TO US!

Track flight!

My Travel Profile · My Travel Checklist · Create My Journey · Valet& Parking · Fast Track · Luggage Wrapping · Check-in · Stamp& ATM · Passport Control · Duty Free Shopping · Lounge · Buggy · Boarding

Predictive offerings are created for new service sales opportunities and experience enhancement

BEHAVIORAL & DECLARATIVE

REALTIME LOCATION TRACKING

For users who have added a flight and whose gate information is A, we recommend them iGA Pop-up Lounge service which is located at the A pier.

GATE-BASED LOUNGE SUGGESTION

REACTIVE
SAS SOLUTION
CI 360
ESP
VIYA

Beacon

YOU CAN RELAX AND HAVE A PLEASANT TIME WITH DELICIOUS SNACKS!

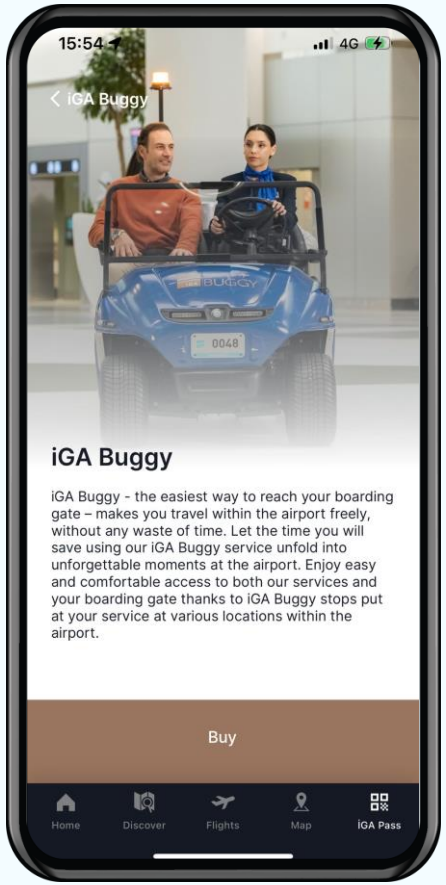
Track flight!

My Travel Profile · My Travel Checklist · Create My Journey · Valet& Parking · Fast Track · Luggage Wrapping · Check-in · Stamp& ATM · Passport Control · Duty Free Shopping · Lounge · Buggy · Boarding

Predictive offerings are created for new service sales opportunities and experience enhancement

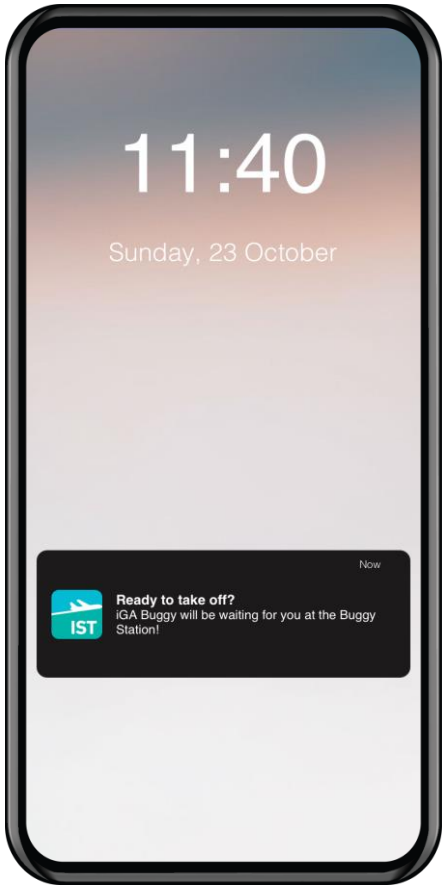
BEHAVIORAL & DECLARATIVE

iGA PASS BUGGY SERVICE



For Jane, who has a an upcoming boarding time and is far from the departure gate, we suggest the Buggy service.

GATE-BASED BUGGY SUGGESTION



REACTIVE

SAS SOLUTION
CI 360
ESP
VIYA

Beacon

REACH YOUR DISTANT GATE WITH iGA BUGGY COMFORT!

Track flight!

My Travel Profile → My Travel Checklist → Create My Journey → Valet& Parking → Fast Track → Luggage Wrapping → Check-in → Stamp& ATM → Passport Control → Duty Free Shopping → Lounge → Buggy → Boarding

Thanks to personalized, real-time interactions becoming more prevalent, the passenger journey is enhanced…

The passenger receives real-time notifications concerning both ongoing campaigns and relevant flight information, tailored to their specific location within the airport premises. Simultaneously, we actively seek their feedback regarding their overall journey experience.

Track flight!

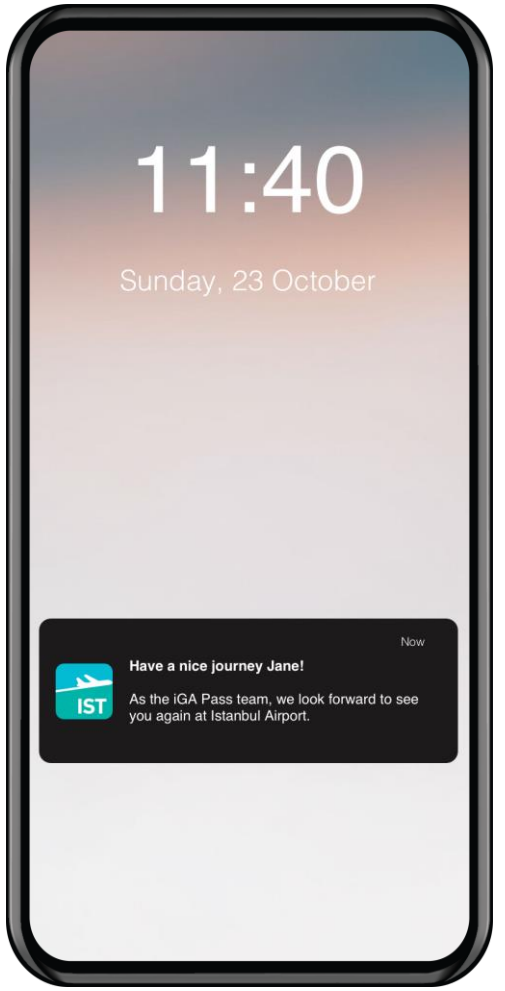
My Travel Profile → My Travel Checklist → Create My Journey → Valet& Parking → Fast Track → Luggage Wrapping → Check-in → Stamp& ATM → Passport Control → Duty Free Shopping → Lounge → Buggy → Boarding

Jane will utilize the time she saved by navigating through stressful points for shopping and leisure and can give feedbacks to us.

...and we bid farewell with pleasure, looking forward to welcoming passengers again!

PERSONALIZATION

HAVE A NICE FLIGHT!



SAS SOLUTION
CI 360
ESP
VIYA

The strategic use of SAS technology not only reshaped how we engage with passengers, enhancing their overall experience, but also streamlined airport operations, marking a significant advancement in our operational and customer service capabilities

17 August - 10 January 2024

199.001

The number of contacted users

760.587

The total number of interactions

3,82

The number of interactions per person

41

Live Use Cases

161

# of Services Sold

91.884

The number of push notifications sent

323.237

The number of in-app impressions displayed

345.466

The number of web pop-up impressions displayed

THANKS!