
BETTER SECURITY, BETTER TRAVEL, BETTER EXPERIENCE



Location-based services deliver next level travel experience

By **Mauro Buratti**, Sales Manager, **Alcatel-Lucent Enterprise**.

As anyone who travels regularly knows, there's a lot going on in the airport industry, both in front of and behind the scenes. As the number of travelers increase, providing a great end-to-end experience means keeping everyone secure, streamlining processes to reduce wait times and ultimately, keeping folks happy.

AT THE HEART OF IT ALL

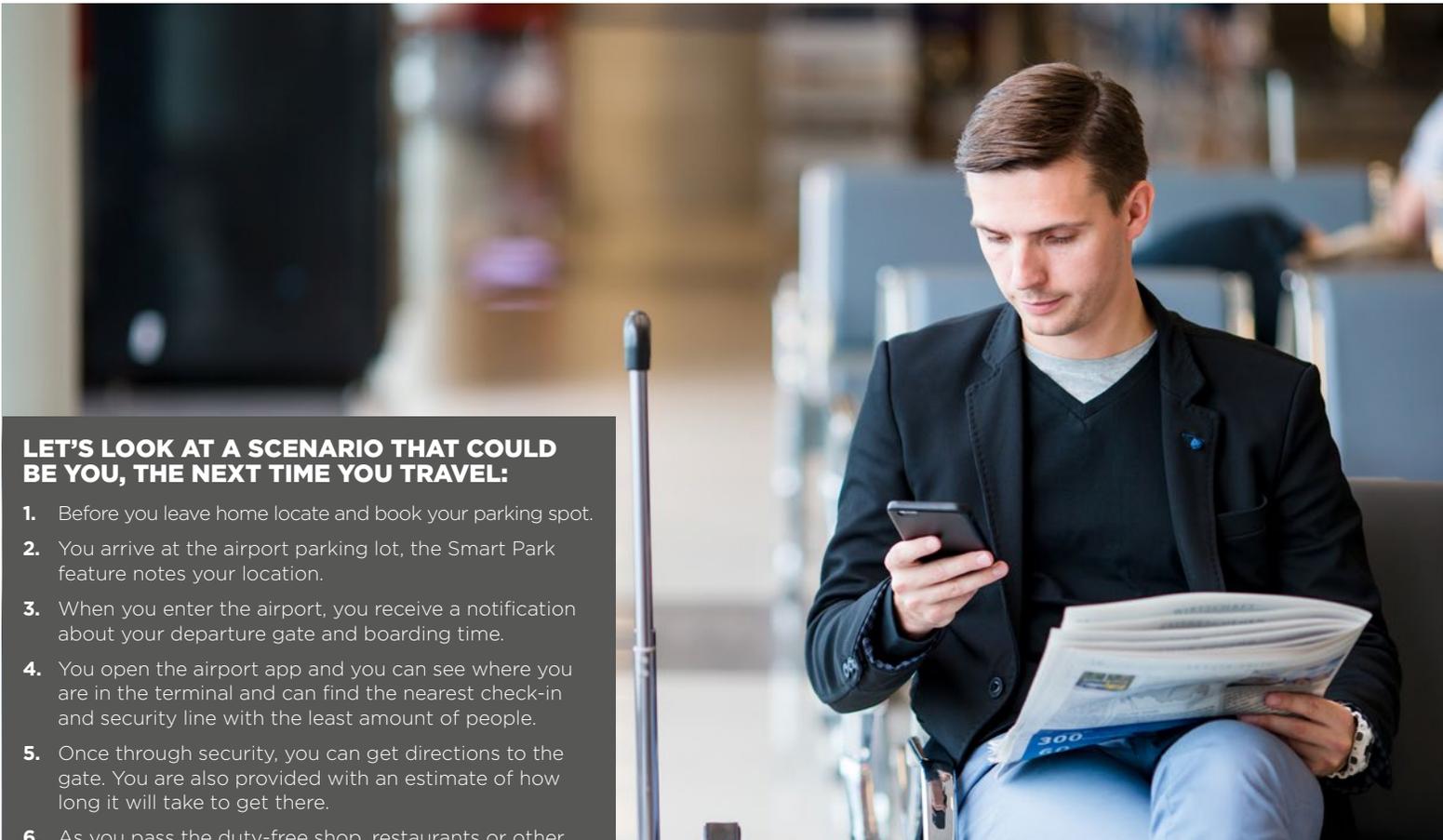
Understanding where people are and helping them get to where they want to be, as efficiently as possible, can help smooth their journey, enter - location-based services (LBS). LBS can help improve the traveler experience by providing information about wait times for check-in and security, as well as information about gates, restaurants and retail locations. And, in an industry where one of the biggest complaints from travelers is how long wait times are at check-in and security - well, LBS can go a long way to improving customer satisfaction where it matters.

In addition to ensuring customer expectations are met, airport authorities also have to navigate revenue challenges. Today, roughly 50% of airport revenues come from parking and retail. Employing LBS to connect with customers can help optimize the traveler experience and offer airport authorities an opportunity to benefit from traveler engagement.

A WIN-WIN

Alcatel-Lucent *OmniAccess® Stellar LBS*, integrated with an airport app, can help reduce the time it takes to park a car, check-in and find a gate. With all of the necessities taken care of travelers can sit back, get a bite to eat and even shop the airport mall. In addition, airports can take advantage of this extra traveler time by using proximity marketing to suggest duty-free offers, food and drink discounts, and in-store specials to travelers who are no longer in a hurry just to get checked-in.

“LOCATION-BASED SERVICES PROVIDE AIRPORT AUTHORITIES WITH THE TOOLS THEY NEED TO ADDRESS TODAY'S MANY SECURITY AND OPERATIONAL CHALLENGES, AND THEY OFFER PASSENGERS AN IMPROVED TRAVEL EXPERIENCE FROM THE MOMENT THEY LEAVE HOME UNTIL THEY ARRIVE AT THEIR DESTINATION.”



LET'S LOOK AT A SCENARIO THAT COULD BE YOU, THE NEXT TIME YOU TRAVEL:

1. Before you leave home locate and book your parking spot.
2. You arrive at the airport parking lot, the Smart Park feature notes your location.
3. When you enter the airport, you receive a notification about your departure gate and boarding time.
4. You open the airport app and you can see where you are in the terminal and can find the nearest check-in and security line with the least amount of people.
5. Once through security, you can get directions to the gate. You are also provided with an estimate of how long it will take to get there.
6. As you pass the duty-free shop, restaurants or other retailers, promotional coupons or notifications are available to you.
7. Based on all the information you have, it looks like you have plenty of time to grab some food before you have to board. You browse the map. Click on POI (Point of Interest) to get directions, then see restaurant locations on the map.
8. Want friends and colleagues to know where you are? Share your location with Facebook, Webchat or LinkedIn community.
9. Just back from your trip, you locate your baggage and then use the Smart Park feature to find your car.

Hope you enjoyed your trip!

SECURE AND EFFICIENT

Security and efficiency are high ranking priorities for any airport authority. Knowing where employees are at all times, enables authorities to rapidly mobilize staff and security to quickly respond to incidents, big or small. With LBS, airport authorities can improve 'behind the scenes' intelligence and optimize work flows. Keeping people moving efficiently means more people on the move and that's good for business.

Location-based services provide airport authorities with the tools they need to address today's many security and operational challenges, and they offer passengers an improved travel experience from the moment they leave home until they arrive at their destination. ■

With Alcatel-Lucent OmniAccess Stellar LBS, airport authorities can increase security and profitability, while improving the traveler experience, by enabling:

- **Faster check-in/security access:** guide travelers to the queues with the shortest wait times
- **Find my gate:** show the location and estimated time of arrival; complete with directions
- **Find family, friends and colleagues:** quickly locate contacts on arrival
- **Locate restaurants and retail:** help travelers navigate the vastness of transportation facilities



ABOUT MAURO BURATTI

Throughout his career Mauro's solid technical background have led him to opportunities in marketing, business development and sales. In 2000 he moved to sales full time where he enjoys working with customers to understand their needs and provide ALE solutions to solve their challenges.