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TRAVEL INDUSTRY TRENDS IN A FEW MINUTES



DIGITALISATION DECEMBER 2016

AIRPORT DIGITAL SERVICES

HMSHost International is leading the way when it comes to using digital services to offer customers meaningful experiences. A commitment to improving customers' experiences means taking a holistic approach to their journeys and seeing how each step can be improved by technology.



That's why HMSHost International has been quick to take advantage of FLIO. The app allows users on the way to the airport to browse the F&B options they'll have once they arrive. It also offers redeemable discounts at F&B establishments in 100 airports. Tailor-made push notifications inform customers about brands and offers when they arrive at an airport and the app can then provide coupons to be used in-store.

Once at Schiphol airport, passengers can use QikServe, another of the digital services HMSHost International has developed, to make sure their dining experiences are more efficient.

Using their smartphones, diners scan a QR code on their table to browse the menu, order food, pay for it and then collect it at a dedicated counter separate from those paying with card or cash. The app streamlines the conventional process of dining as orders travel directly to chefs, which takes the pressure off waiting staff at peak times.

Unfortunately delays to flights are inevitable, but HMSHost International is turning the wait before boarding into a less tedious affair thanks to iCoupon. This forthcoming new service will allow passengers to add vouchers to their boarding passes to use in the departure lounge, with discounts for doing so. This thoughtful service that will simplify the process of paying is typical of how HMSHost International offers considered digital services throughout its operations.

FLIO

THE GLOBAL AIRPORT APP

Ultimately that's what digitalisation is all about. Apps can't exist in a vacuum for the sake of themselves; they have to improve our real-world experiences and serve customers better.