

Auckland Airport Omni Channel

Jayne Wear
The Trinity Forum 2018
Shanghai, China



Auckland Airport

Fast Facts



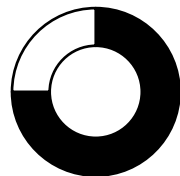
46

international
destinations



93%

share of all
long haul
services to NZ



75%

share of
international
visitor arrivals
to NZ



7

China direct
destinations



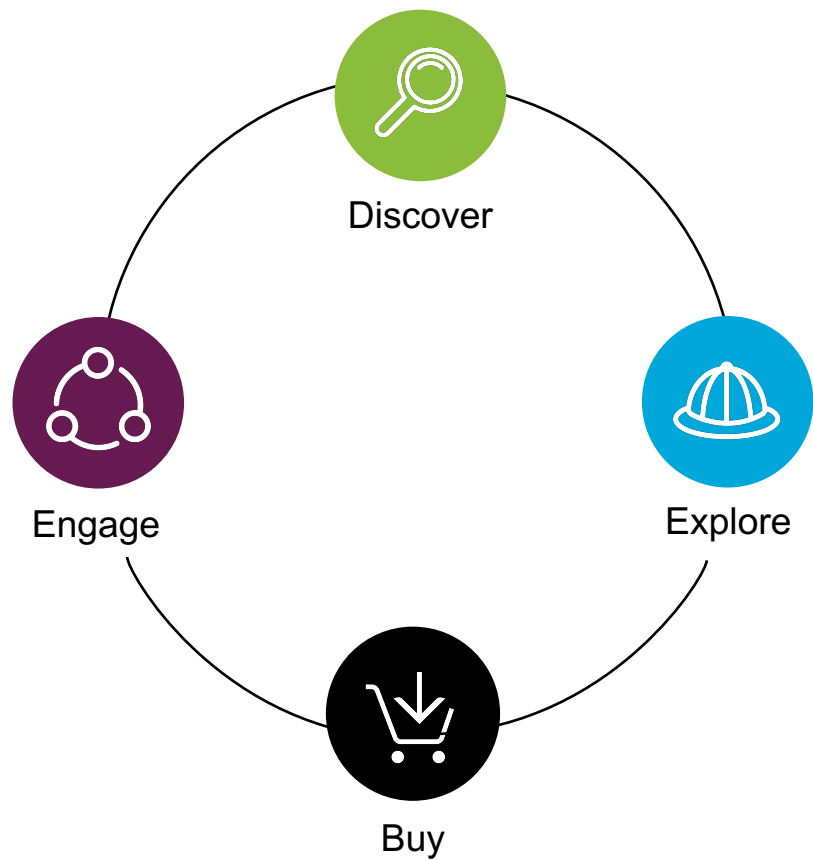
highest footfall of
any retail
operator in NZ



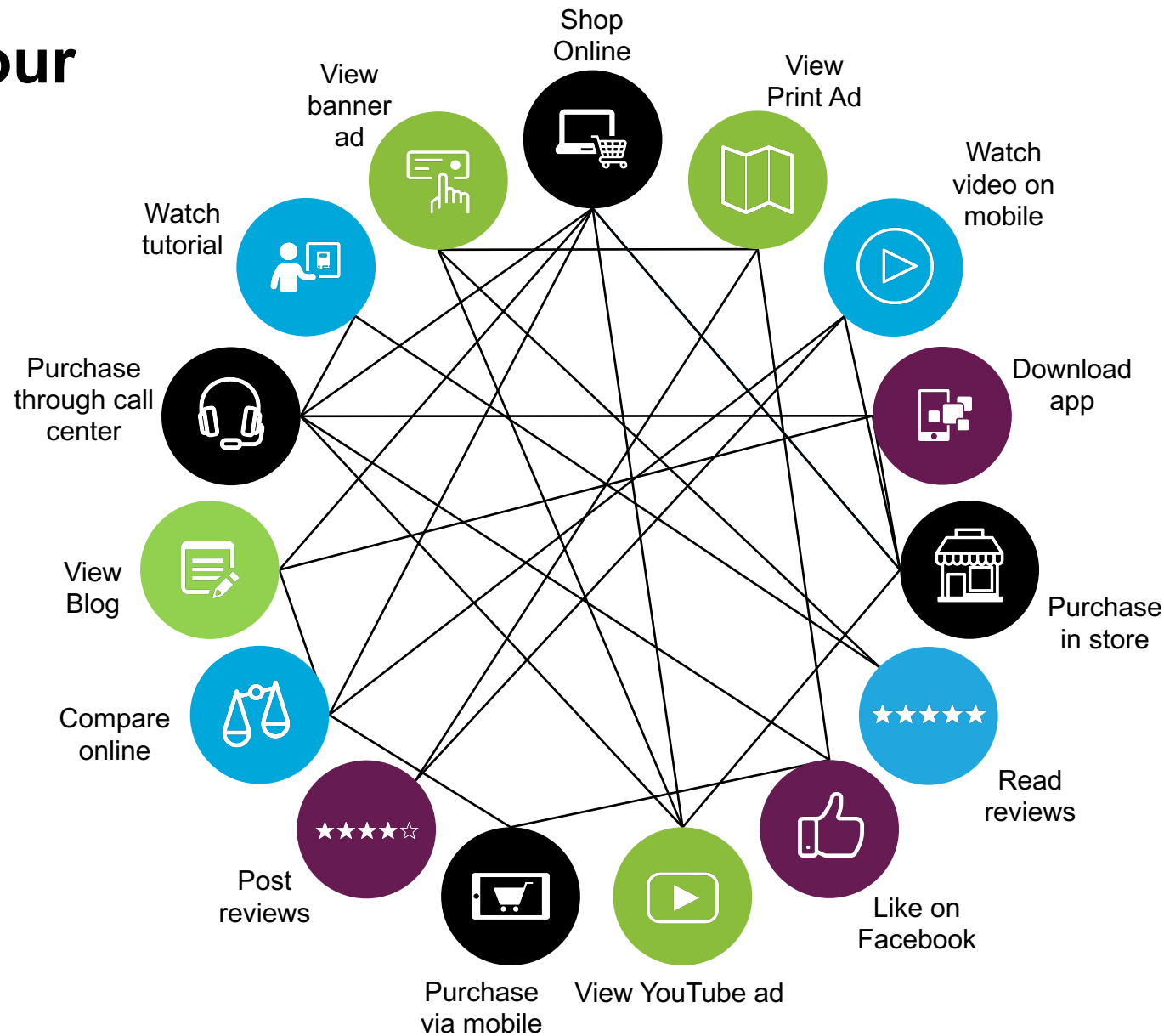
2X

retail sales growth per
annum vs high street
or shopping mall
competitors

Customer Shopping Behaviour

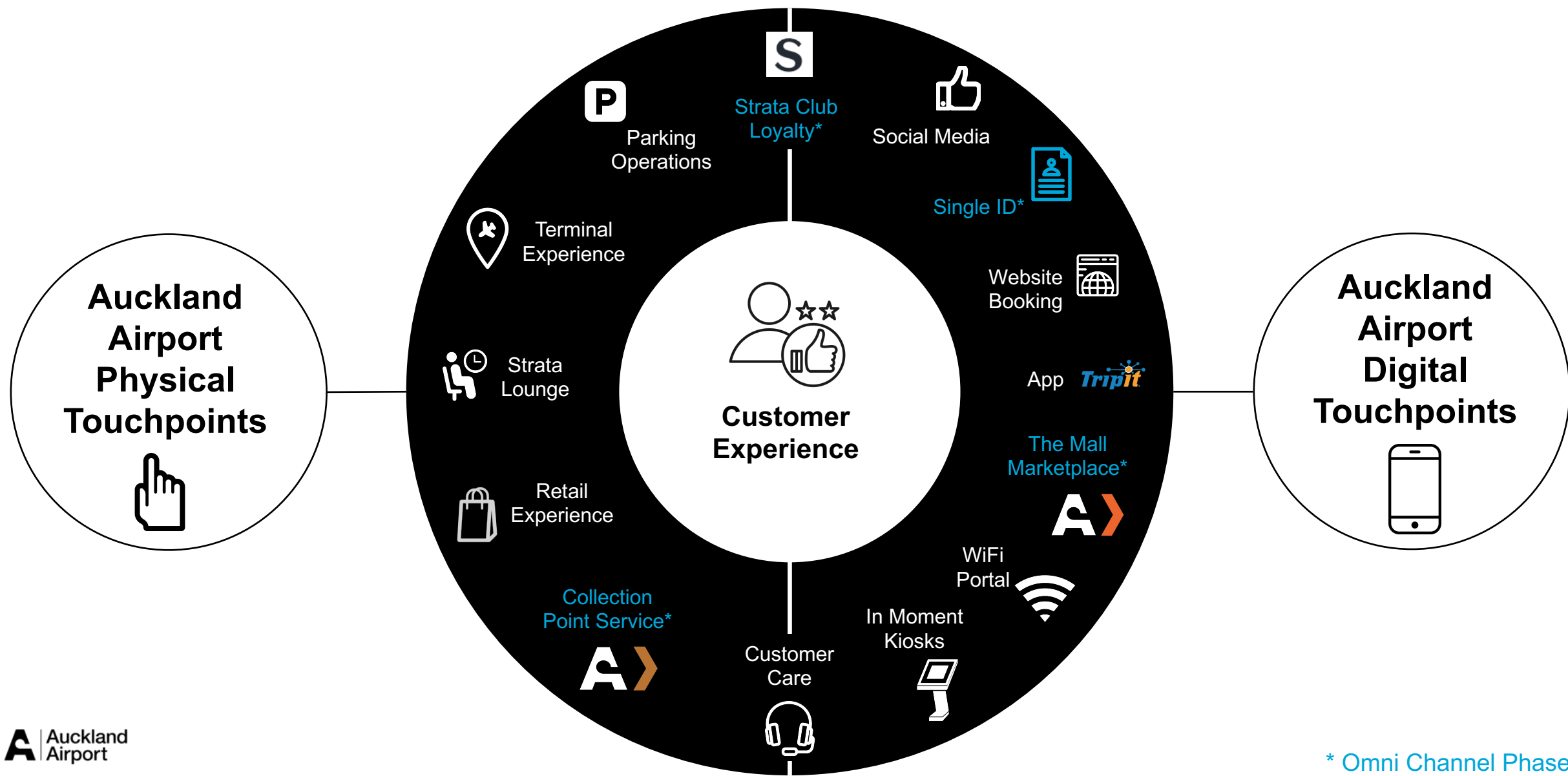


Traditional Shopper



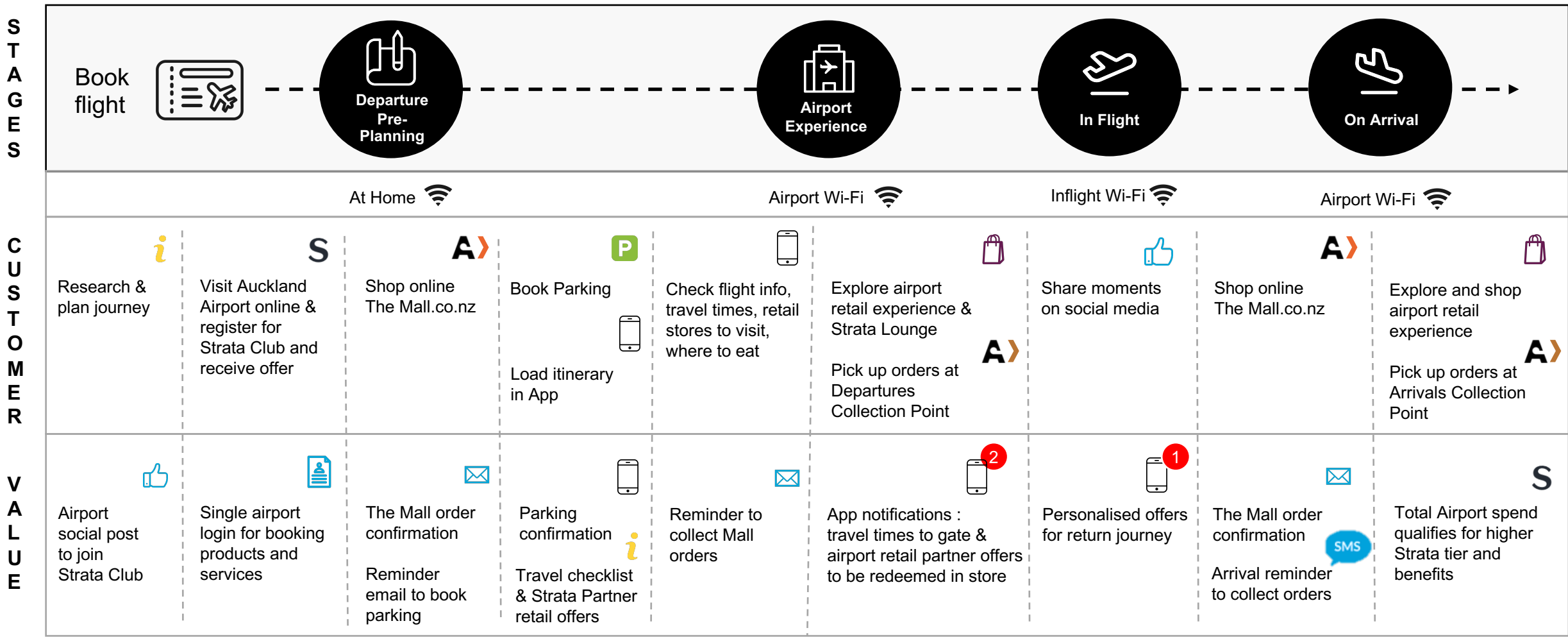
Millennial Shopper

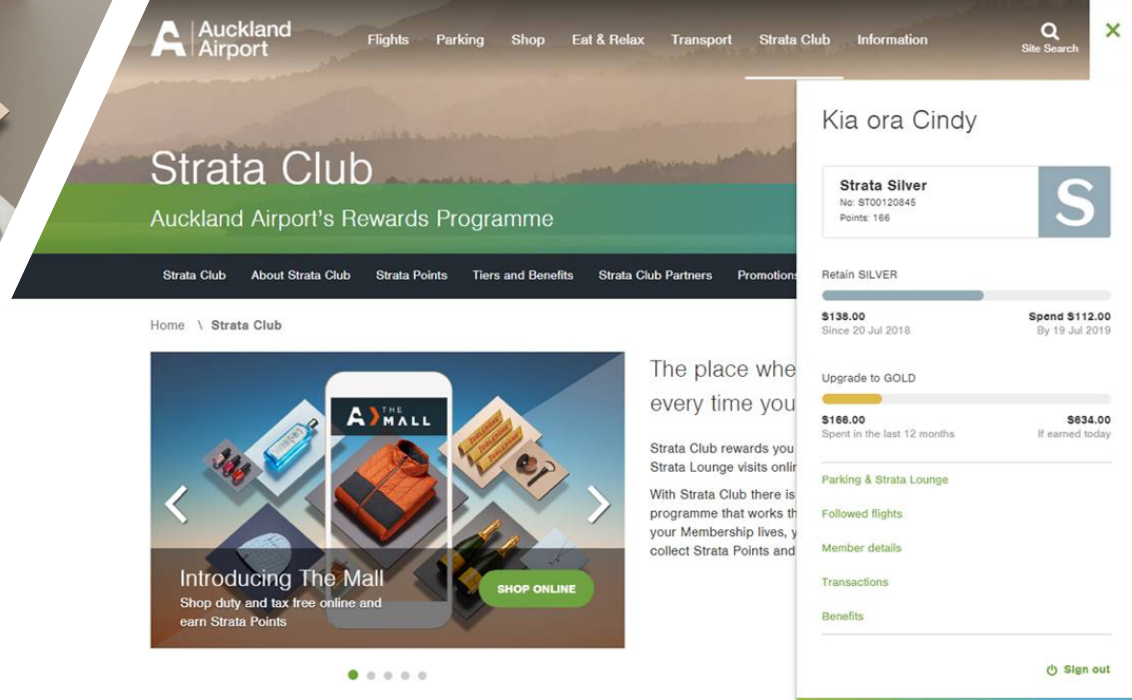
Custodian of the Customer Experience



Delivering a Cross Channel Connected Experience

An illustrative customer journey :





Adopting a 'Launch & Learn' Approach



Initial Insights



Single ID –
removed pain point
of multiple logins



92.3%
Customer Satisfaction Score



Organic Search
68%
Average MoM Growth



Average Order Value
19.3%
Increase since launch



Email channel
4%
Site conversion



Triggered campaign
63%
Open rate



Greater
transparency of
parcel flow



Staff efficiencies
parcel processing
time reduced by
80%



Reduced handling
errors



Improved customer
experience



Triggered campaign
31%
Click Through Rate

What's next...



Build partner collaboration
across the customer journey



New retailers to be added in the
coming months to extend the range



Development of a Chinese
shopping proposition in 2019



Further enhance the customer
experience



Explore new business models

Thank you.

