

# COMARCH



## COMARCH LOYALTY & ENGAGEMENT SUITE FOR AIRPORTS

## 01 PRE-FLIGHT

### WEB-BASED AND MOBILE ON-LINE MARKETPLACE

- time-saving purchase of airport services and partners' products
- reaching new audience with airport offering
- convenient shipping and delivery methods
- diverse payment options
  - introducing new communication channels (social media)



## 02 DEPARTURE

### ENRICHING PASSENGER VISIT WITH MOBILE APP ENGAGEMENT

- gathering of journey data (origin & destination, airline, purpose of travel)
- rewards for using airport services (car park, lounge, fast track)
- swift guidance through airport journey (beacons, wi-fi, geofencing)
- cross- and up-selling of products
- recognition of passenger type (business vs leisure)



## 03 ARRIVAL

### PERSONALISED "WELCOME-BACK" FOR RETURNING PASSENGERS

- passenger recognition on return
  - transition from frequent flyer into shopper
- customer experience feedback
- enriching passenger profile with data for future visit
  - customer insights and analytics with behavioural influence



# Our products



## COMARCH LOYALTY MANAGEMENT

Complex software for managing passenger loyalty behavior during airport stay



## COMARCH BEACONS

Detailed recognition of passenger presence and way-finding solution



## COMARCH CUSTOMER ENGAGEMENT

Unveiling emotional loyalty in the context of social community and instant digital rewards



## COMARCH IN-STORE APP

Ground-breaking engagement tool for passengers and retail partners



## COMARCH E-COMMERCE PLATFORM

Web & mobile on-line marketplace with multiple payment & delivery methods



## COMARCH SMART ANALYTICS

Data warehouse and multi-dimensional analysis of data coming from various sources



## COMARCH CAMPAIGN MANAGEMENT

Robust communication tool with state-of-the-art personalization and targeted offers



## COMARCH SOCIAL MINING

Social media monitoring, data analysis & identifying opinion leadership



## COMARCH MOBILE APP

Journey companion with instant profile access and offer presentation



## COMARCH MANAGED SERVICES

Consulting for CRM, loyalty & marketing and customer analytics

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Comarch Loyalty & Engagement Suite for Airports is the state-of-the-art IT platform encompassing a set of business-oriented software solutions, which are designed to stand at the forefront of passenger acquisition and retention.

Our software is built to meet commercial and operational goals of every airport that aims to enrich its passenger experience and stay competitive on the ever-changing market. It addresses every single aspect of running a successful, modern and rewarding scheme for travellers. With our software in place, passengers turn into loyal and satisfied customers, who will surely return for more.