AIRPORT COMMERCE TRANSFORMATION

with a customer-centric, multi-cloud approach

ABOUT GATWICK AIRPORT

Gatwick Airport is the U.K.'s second largest airport and the most efficient single-runway airport in the world.

Pre-pandemic, Gatwick Airport served more than 228 destinations in 74 countries for over 46 million passengers a year on short and long-haul point-to-point services.

228	74	46
destinations	countries	million passengers

Gatwick Airport is also a vital piece of the UK's national infrastructure and major driver for both the regional and national economies.

GATWICK'S CHALLENGES

Embarking upon a digital transformation journey

OSF DIGITAL

Gatwick had some significant challenges to overcome as part of its digital transformation:

- Legacy parking system was difficult to work with for marketing, pricing and segmentation.
- Existing Salesforce Clouds were not being used to their full potential due to data quality and supply.
- Lots of separate systems working in silos.
- Customers could not cancel or amend their parking orders, which created call center load.
- No system ability to implement long-term plans for retail click-and-collect mixed with parking and other airport services.

OSF'S SOLUTION

Salesforce Commerce Cloud Implementation and Customization

- OSF Digital implemented Salesforce Commerce Cloud and customized it specifically for parking orders
- Implemented a parking pricing and selling system that does not use any specialist or 3rd-party system to sell airport parking and associated services
- Provided ability to further segment parking visitors in Commerce Cloud to enable price testing for different segments as well as A/B testing of parking pricing
- Empowered Gatwick's customers to cancel and amend their bookings, including changes of dates, registrations and products.

OSF'S SOLUTION

Innovative approach to airport commerce

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Complex pricing model and inventory:

Gatwick's model calculates pricing based on entry date and length of stay. It also has pricing supplements for peak times of entry and exit. Inventory is only decremented depending on the time of day the car enters or leaves the parking lot.

Gatwick also uses inventory for products such as valet parking to control how many cars it has to move. For valet parking, the car is moved from the drop-off area to a long-term parking lot on arrival. As such, the system has many moving parts that use all the parts of Commerce Cloud, including price books, inventory lists, catalogs for products that just hold pricing and inventory, generic mapping for supplements and more.

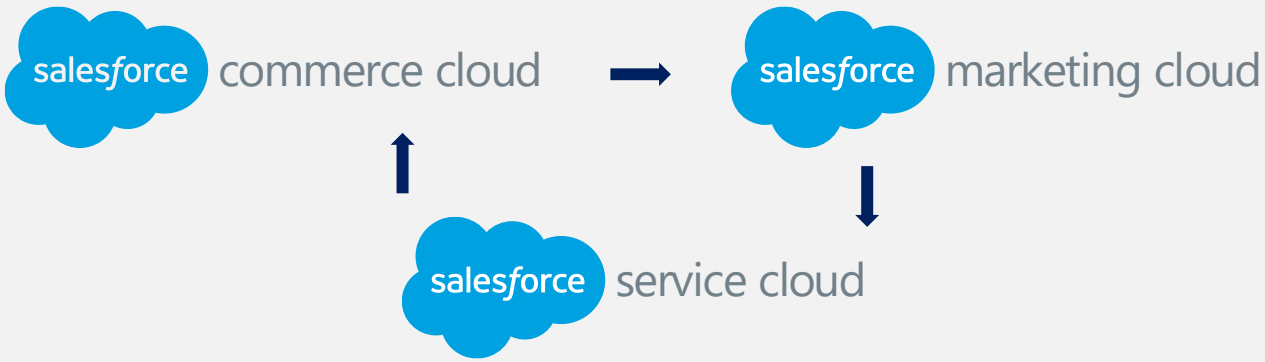
OSF'S SOLUTION

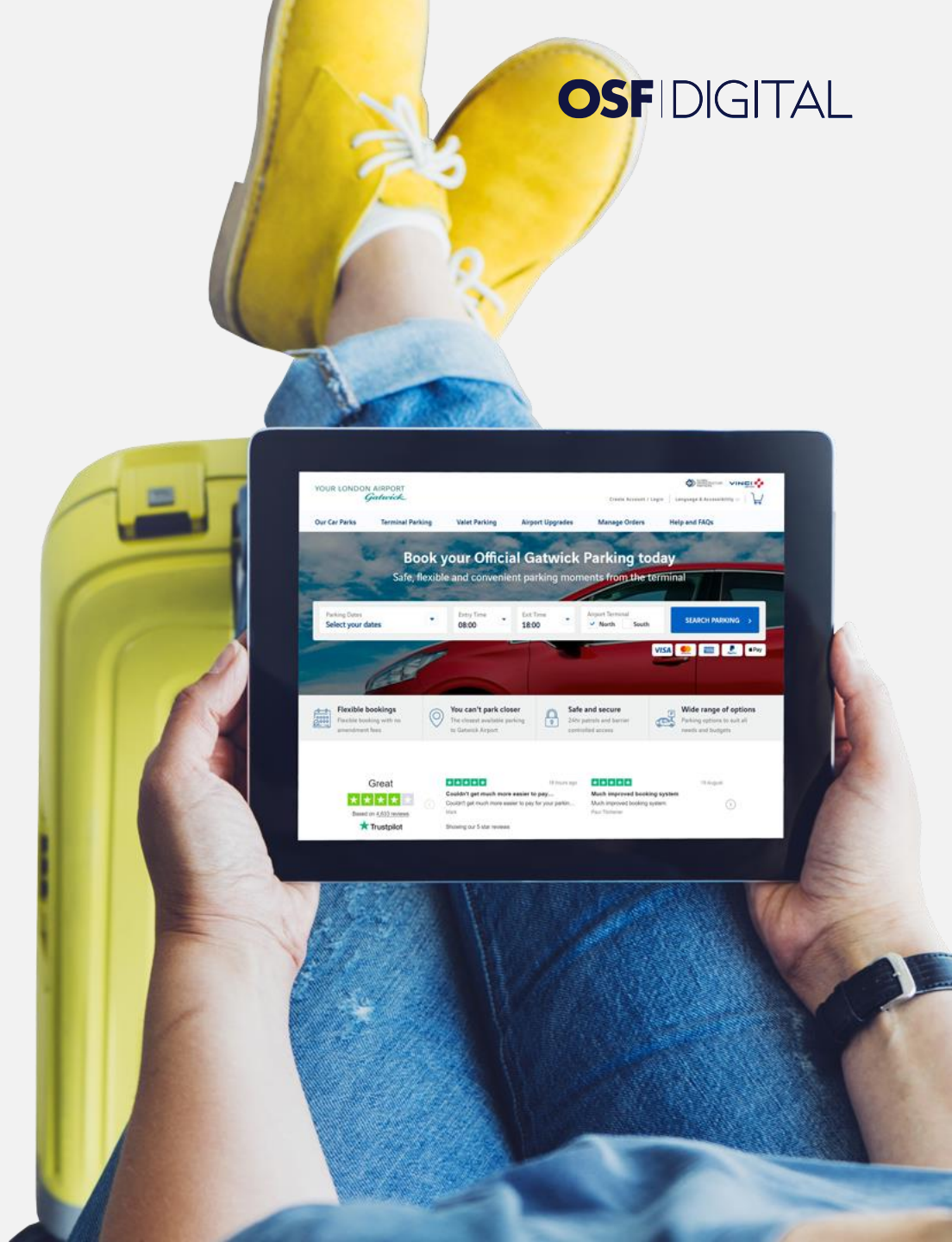
Multicloud integrations for a seamless experience

OSF Digital took a multicloud approach to provide Gatwick a single view of customer data. We connected Gatwick's Salesforce Commerce with Marketing and Service Clouds, feeding structured sales and customer data to Marketing Cloud, and enabling agents to login on behalf of customers in a seamless way.

Gatwick now can send smart upsell offers to customers and maximize capacity or make better margins as a result of a few intelligent messages.

Now that customers can self-serve to cancel and amend their orders on their own, Gatwick's service agents are freed up to help customers with more complex issues.





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OSF'S SOLUTION

Parking choice with complex logic

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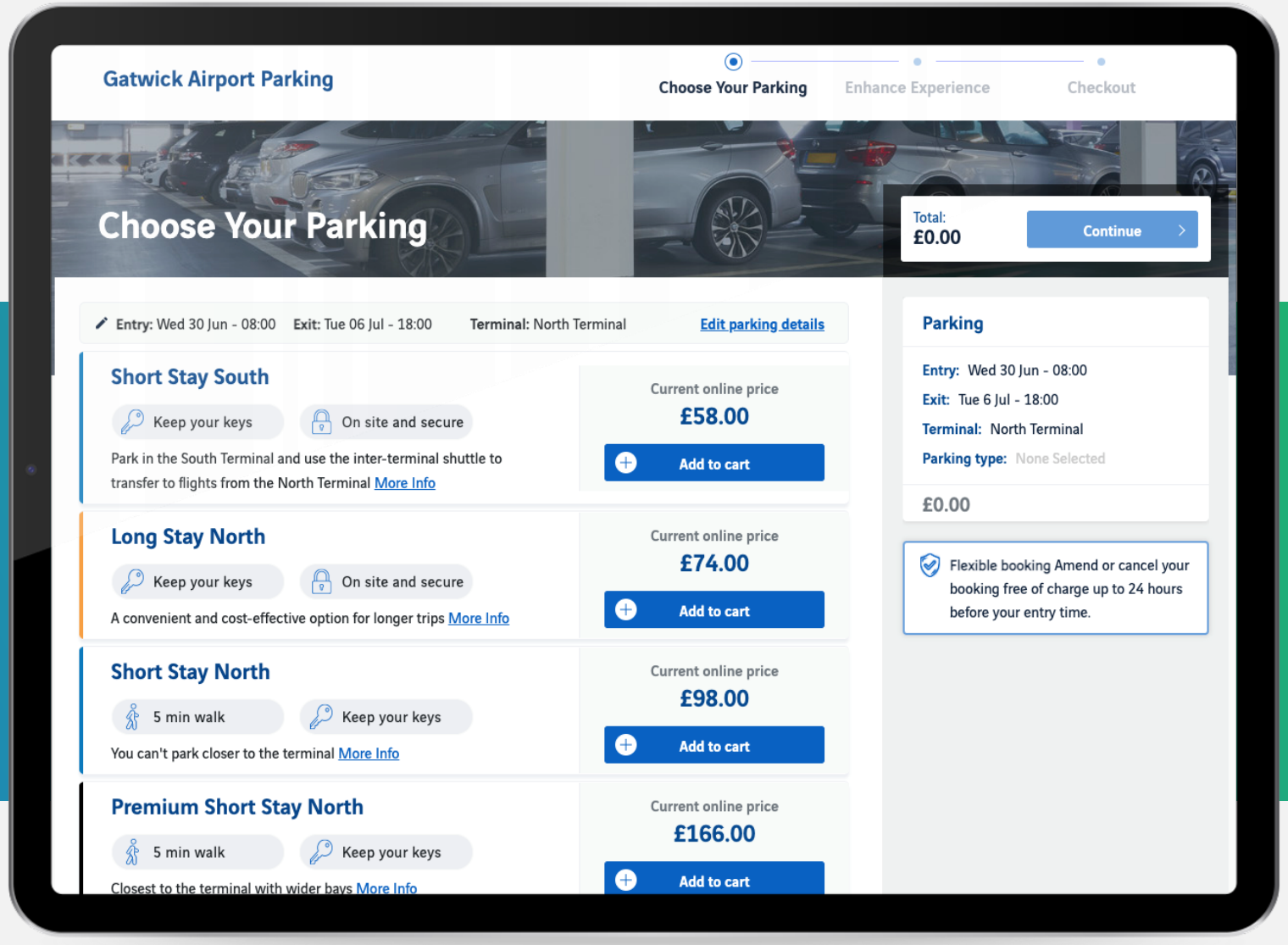

OSF'S SOLUTION

Car registration lookup at checkout

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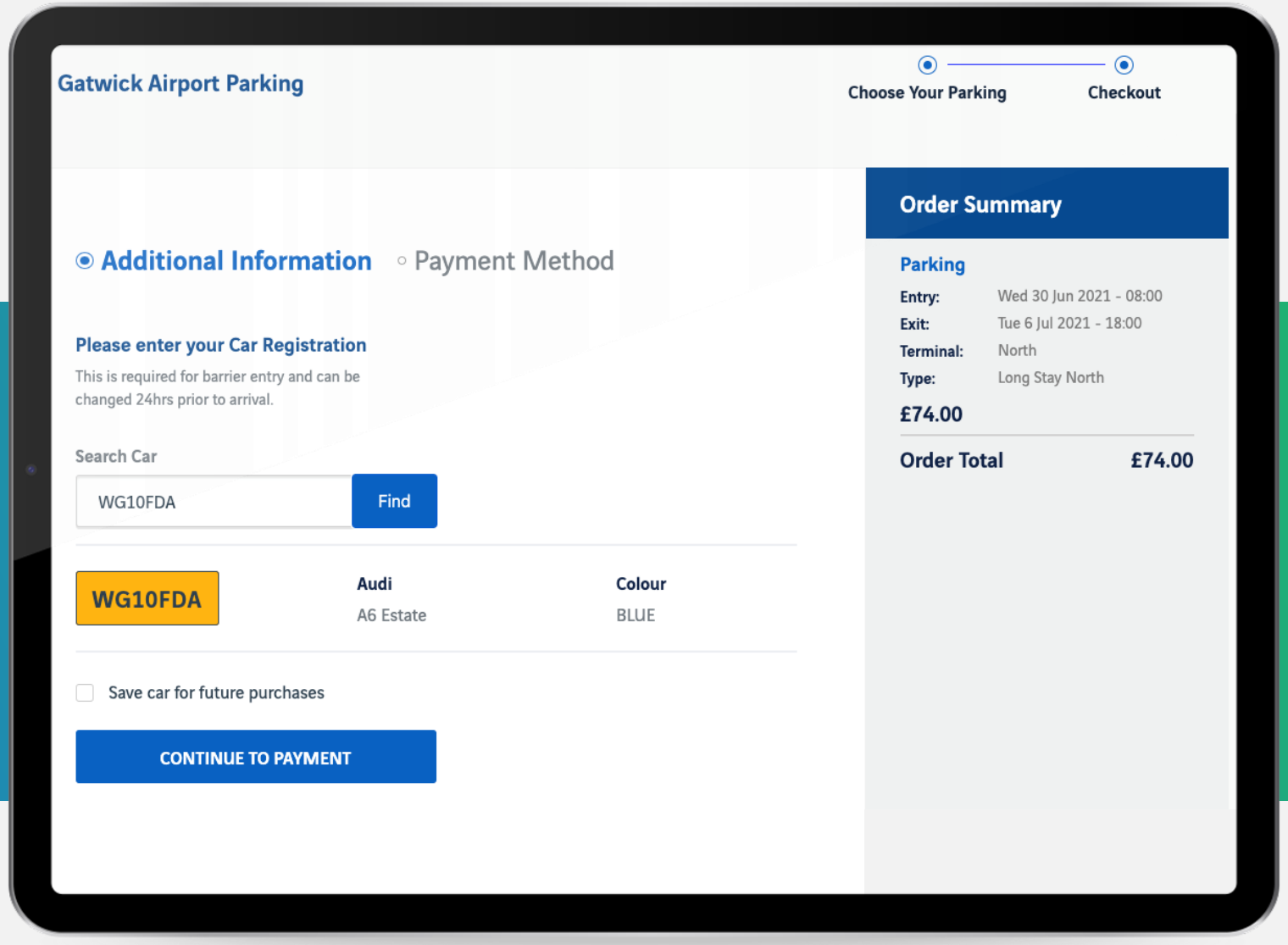

OSF'S SOLUTION

Date choice and parking choice

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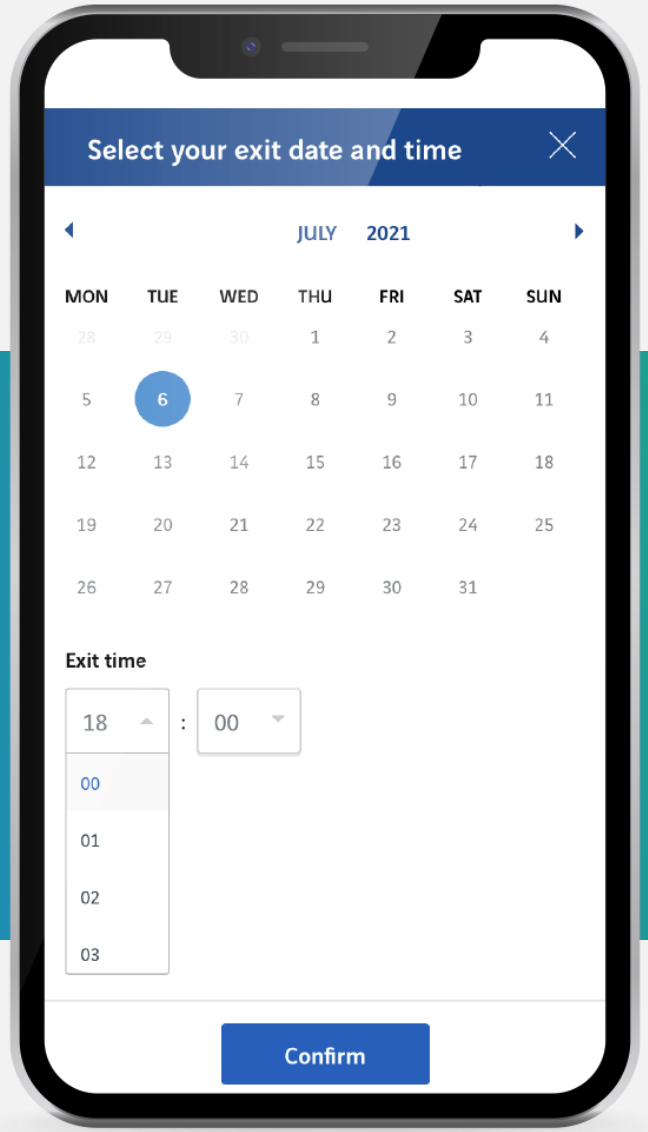

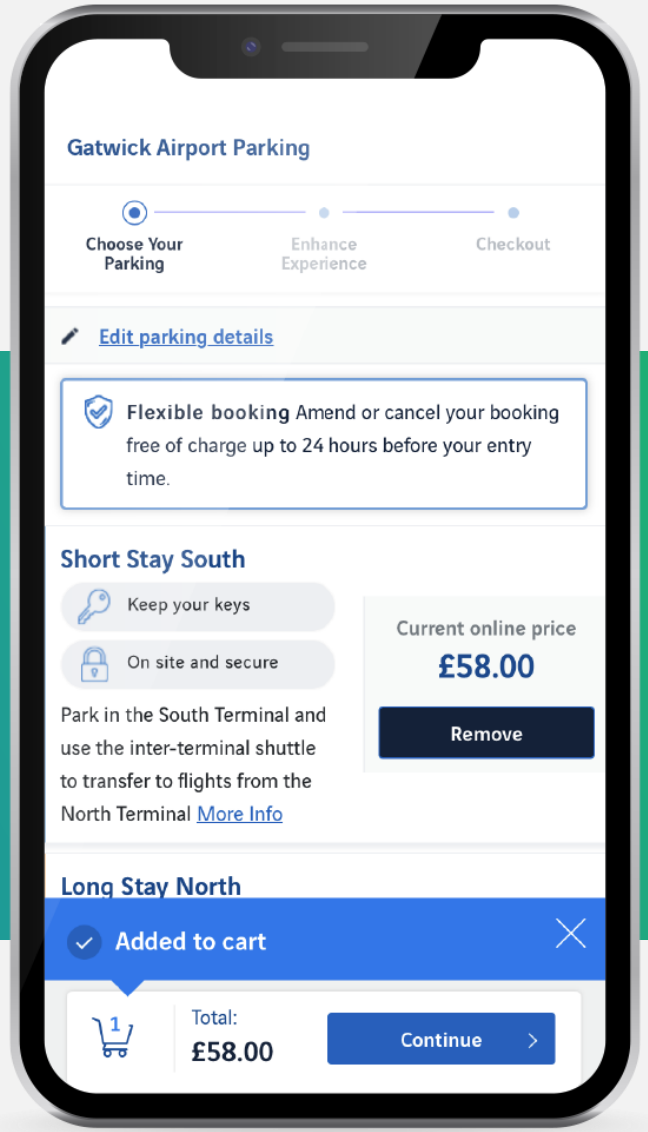

RESULTS

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Thanks to the highly innovative use of Commerce Cloud, OSF Digital helped Gatwick further its digital transformation efforts:

- Deliver **innovative digital commerce experiences** to customers by offering a variety of parking booking options.
- Provide **more personalized communications to customers** and increase their engagement and loyalty by leveraging in-depth customer profiles.
- **Increase service team productivity** by providing complete customer profiles in a single place.
- Execute **intelligent, targeted marketing** campaigns to customers, rather than blanket approaches.
- Hone pricing for different segments and **test new pricing** to continually ensure optimal prices are being offered.
- Customer service agents can **focus on customers who need more complex help** rather than simple changes that customers can handle themselves online.
- Laid the foundation to **expand offerings** to click-and-collect and other airport services, adding to the richness of data and ability to market intelligently across the platform.
- With no need for a website and parking system, Gatwick has **fewer systems to support.**

TESTIMONIAL

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At Gatwick Airport, we put customer experience at the center of everything we do. That's why we needed to propel our technological ecosystem and ensure we're able to deliver the highest level of digital commerce experience. With the help of OSF Digital, we're providing a seamless self-service experience and driving our customer loyalty. Our service team also has become more productive. With complete customer profiles in a single place, the service team can resolve cases faster and more efficiently.

Nick Batchelor

IT Director at Gatwick Airport

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YOUR LONDON AIRPORT
Gatwick
THANK YOU!
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