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WiFi
Access for millions of customers

Passenger experience takes off with Smart Travel Hub

Every year this leading UK passenger terminal takes millions of passengers to hundreds of different countries. But until recently they held zero information about the passengers travelling with them. Very few booked directly, so opportunities to build relationships were limited. With OCSL's help, this has all changed. Powerful beacon technology and real time behavioural data has created a way to build relationships with customers directly. For passengers, it has created a seamless, stress-free travel experience. And for the commercial team, rich marketing opportunities to drive revenue for one of the UK's busiest terminals.

> **❝** It's critical we maintain our reputation as being technologically advanced. We're moving towards streamlining the travel experience and technology is playing a critical role. **❞**
>
> **CIO, UK Passenger Terminal**

Goal

Streamline customer experience & drive insight with   WiFi

Service

Design & build of WiFi solution

Outcomes

Free, easy to use Wi-Fi access
Seamless customer experience
Data-driven marketing & insight

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Technology & Solution overview

- 2,500 Aruba access points (various models)

- Aruba 7000 controllers

- High availability "BAU" failover between sites

- Aruba ClearPass Software

Seamless, stress-free travel experience powered by IoT

Streamlined travel experience for millions of customers

In the highly competitive world of travel, this leading UK passenger hub needed to maintain its reputation for digital innovation. Not only was the customer WiFi experience slow and complicated, it was unable to capture data about millions of passengers passing through its hub. Acutely aware of missed opportunities, they turned to OCSL to design a new WiFi solution. Our brief was to create a technical design to help **streamline the customer experience**, **provide greater data insight, and drive higher levels of operational efficiency.**

A fresh perspective

Using the latest heatmap technology our experts focused on the high-density areas such as internal departure lounges, baggage collect and bag drops. Following our comprehensive analysis of current Wi-Fi, we then carefully architected the backend infrastructure to support 2000+ wireless access points in high availability configuration. Each passenger terminal now runs with seamless failover between sites. Because WiFi has been designed to support the legal maximum number of customers allowed, customers and staff enjoy fast, high performance WiFi access 24/7, 365. A critical part of the brief was to gain better insight into passenger behaviour. Our experts pinpointed Aruba Clear Pass software analytics as the solution that would drive greater monetisation and marketing opportunities. Additionally, it will allow better control of groups and restrict WiFi within certain areas to security-cleared personnel.

A better answer

Passengers now enjoy a seamless, stress-free travel experience powered by beacon technology and a travel app. Push-style notifications guide passengers to where the need to go – from the carpark, into the terminal facilities and onto their carrier. From a commercial perspective, real-time behavioural data provides an opportunity to drive customer spend on-site. Both before they arrive and after they leave. In turn, this has helped to retain and acquire leading high street brands, such as Starbucks, Next, WH Smith and Marks & Spencer as retail tenants. Real-time operational data and RFID tagging will drive further operational efficiencies. It will help to track down important assets such as wheelchairs, trolleys and luggage. It will help ensure they're ready and waiting for passengers whenever and wherever they are needed.

Let's put our heads together
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