

# Technology Opportunities at the Airport

Welcome!

- This session is being recorded.
- Put your questions in the 'Chat'.
- Only speakers will have their cameras and microphones on.
- We will ask you to take a poll near the end of the session. Please respond!



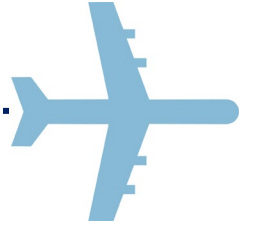


# Introductions

PHILADELPHIA INTERNATIONAL AIRPORT  
2021 BUSINESS OPPORTUNITY FORUM

**Nonstop PHL**

# Your Panelists



- Nora Dougherty
- Elizabeth Moselle
- Megan O'Connell



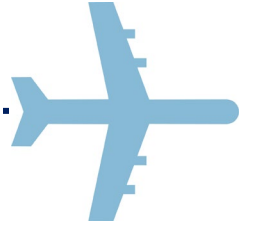
# Philadelphia International Airport

## *Intelligent Technology*

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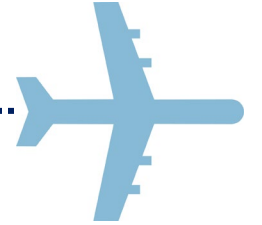
**Nonstop PHL**

# Nora Dougherty



- Philadelphia International Airport  
IT Director
- Focused on implementing technology to create positive changes in the airport experience
- 10 years of service with City of Philadelphia
- Current responsibilities at PHL
  - Drive Airport Innovation
  - Digital Transformation
  - Geographic Information Systems (GIS) Program

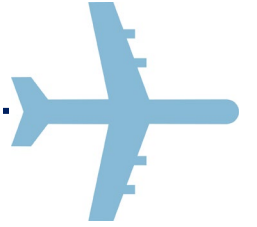
# Trending Airport Technologies



- Artificial Intelligence
- Social Distancing tech
- Contactless technology
- Robotics
- Virtual Events
- Health & Hygiene tech
- Advanced self-service & biometrics
- Digital Health Passports



# Exploring New Technologies at PHL

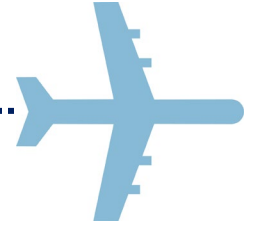


In the past year, my team has been looking at:

- Security Checkpoint Wait Times
- Cleaning Robots
- Biometric Curb to gate
- Dynamic Information Displays
- Smart Restroom

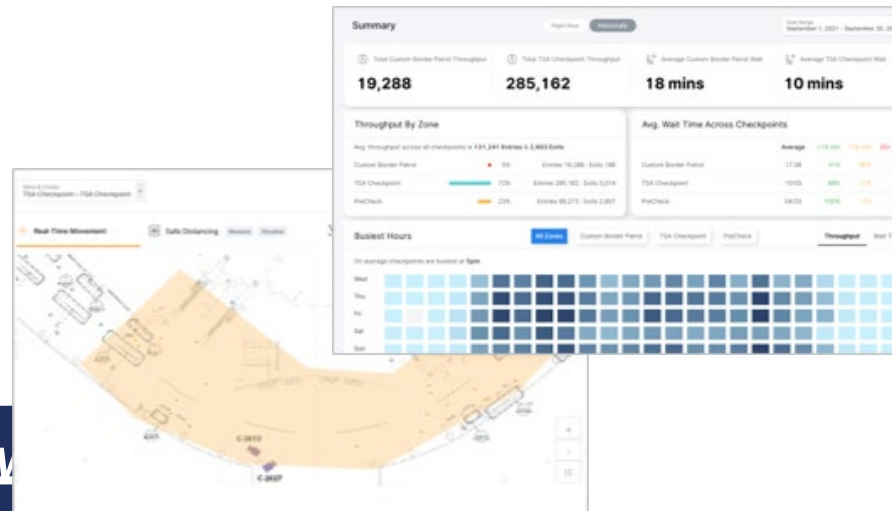


# Exploring New Technologies at PHL



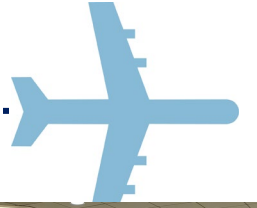
In the past year, my team has been looking at:

- Security Checkpoint Wait Times
  - PHL has partnered with startup Live Reach Media to install QMS technology at the D/E checkpoint
  - Installation happening now, go-live scheduled for Thanksgiving holiday 2021
  - If successful, will roll out to remaining checkpoints





# Exploring New Technologies at PHL

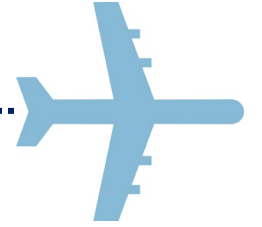


In the past year, my team has been looking at:

- Cleaning Robots
  - PHL evaluated 5 different cleaning robots for implementation
  - Worked closely with custodial team
  - Nilfisk was selected, but we have not yet implemented



# Exploring New Technologies at PHL



In the past year, my team has been looking at:

- Biometric Curb to Gate
  - In early 2020, PHL partnered with the Faith Group to pilot 3 vendors for Biometric Exit
  - In 2021, the system was designed and sent to bid. Biometric Exit should be live starting in January of 2022
  - PHL is now looking to expand on Biometric Exit, with Biometric Bag drop and Biometric PreCheck
  - Pilot opportunity

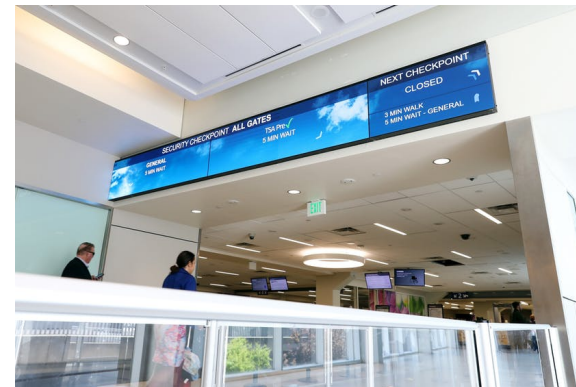


# Exploring New Technologies at PHL



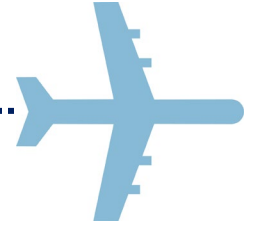
In the past year, my team has been looking at:

- Dynamic Information Displays
  - PHL is currently evaluating vendors to upgrade our Flight Information Display System, piloting 4 vendors starting later this month
  - Once we upgrade the FIDS systems, we will evaluate Digital Signage Solutions
  - Opportunity to pilot
    - Video wall systems, creative and dynamic
    - Display technologies- Hardware, CMS, open



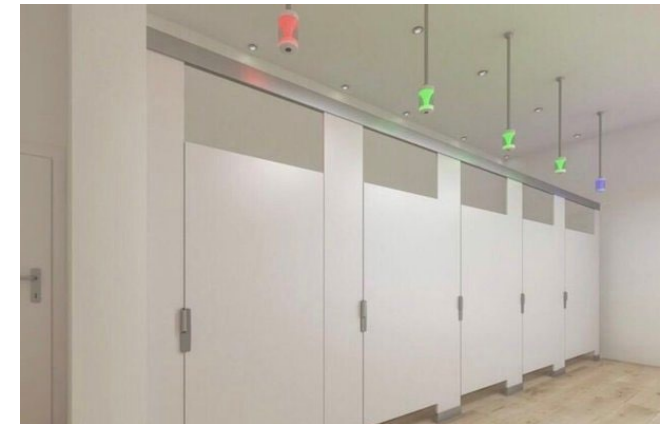


# Exploring New Technologies at PHL

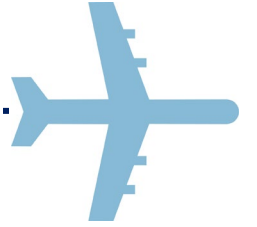


In the past year, my team has been looking at:

- Smart Restroom Technology
  - Worked with Capital Development Group to evaluate platforms
  - Trax and KOLO will be piloted in 2 restrooms in the upcoming months



# Upcoming Technology Opportunities



- Biometric/Self Service Bag Drop or Curb to Gate tech
- Digital Signage & Video Walls
- Future telephone systems replacement
- Environmental sensors for IT rooms
- Telcom rooms upgrade, includes cleanup and hardening

# Locating PHL Technology Opportunities



## Service, Supplies, and Equipment (SSE)

- Awarded to lowest responsive, responsible seller
- Open opportunities listed on [Contracts Hub](#)
- Advertised in newspapers and online at [PHLContracts](#)

## Public Works Contracts

- Construction, Alteration, Repair, Improvement Projects
- Open opportunities listed on [Contracts Hub](#)
- Get notifications of new opportunities, by registering on [PHLContracts](#)

## Professional Services

- Consulting, design, technical services
- Open opportunities listed on [Contracts Hub](#)
- Get notifications of new opportunities, by registering on [eContractPhilly](#)



# Philadelphia International Airport

## *Guest Experience*

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# Elizabeth Moselle



- Philadelphia International Airport, Assistant Director of Guest Experience
- Career focus on making Philadelphia better, improving our shared spaces, helping people connect, and economic development.
- Current responsibilities at PHL
  - Work across departments and organizations to improve the entirety of the passenger experience at PHL
  - Lead the Guest Experience Stakeholder Council
  - Airport employee recognition program
  - Passenger insights to understand customer expectations and experience

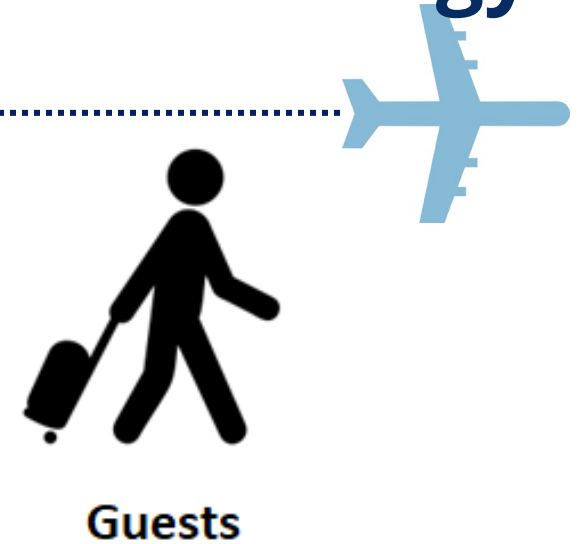
# Evolving the PHL Guest Experience through Technology

## Objectives:

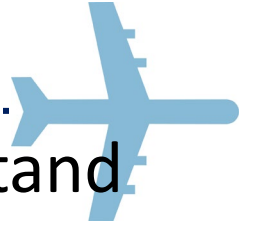
- Reduce passenger stress throughout the travel process
- Increase confidence
- Generate new revenue

## Goals/Approach:

- Use passenger insights to make more data-driven decisions
- Increase the predictability and consistency of the airport experience
- Make the airport experience more hassle-free
- Provide guests ability to control their healthy journey through the airport
- Improve comfort and productivity



# Using Passenger Insights to Guide Decisions



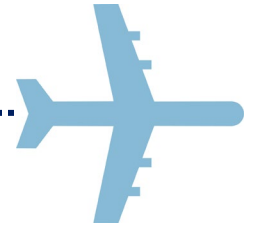
- Re-vamped consumer insights program helps PHL to better understand travelers' behaviors, perceptions, expectations and needs.
  - WiFi-intercept surveys: Targeted to passengers at PHL. Very flexible tool. Assess aspects of the airport experience; customer behaviors; customer needs and desires; and customer expectations.
  - Mobile platform-based surveys to travelers in representative samples, National and Local. Assess perspectives, behaviors, expectations and perceptions and how they've changed before/after COVID.
  - Targeted in-person surveying
  - Customer complaints- email, social media, web

# Predictability, Consistency and Comfort with the Airport Experience



- Provide real-time information about journey moments that impact planning
  - Traffic conditions
  - Parking availability and guidance: Where should I park?
  - Security wait-times: Which checkpoint should I use to make my flight?
- Allow passengers to book and reserve needed amenities ahead
  - Reserved security times
  - Reserved parking
  - Reserved work-spaces and charging outlets
  - Private, high-speed Wifi

# The Healthy, Hassle-Free Airport Journey



- Give passengers more personal control of their journey through the airport
  - Provide more opportunities to use mobile devices to engage with airport services at key journey moments, shifting transactions out of physical spaces
  - Allow advanced purchase
  - Enhance interaction
    - Virtual information program
- Build a more efficient seamless travel experience
  - Provide passengers continuous movement through the airport without stopping
  - Provide new concierge services that can be booked in advance
  - Enable passengers to avoid congested areas
    - Biometric projects (Nora)
    - Passenger and asset flow monitoring



# Passenger & Asset Flow Monitoring



- Monitor the volume of people moving throughout the facility in real-time each day. Monitor the flow of needed equipment and supplies.
- Assess wait and walk times in real-time. Publish on websites and digital signs.
- Assess congestion in key locations and adjust real-time operations to align with areas of need.
- Understand how people move through the facility, desire paths and congestion points. Inform strategic improvements.

# P.O.S and Boarding Pass Scanning



- Gain insights into purchasing behaviors/desires of different passengers by location. Are there trends by airline? By specific flight?
- A more detailed understanding of which items sell, where and when
- Tailor offerings in best locations to meet their needs and maximize revenue
- Identify unmet needs and opportunities



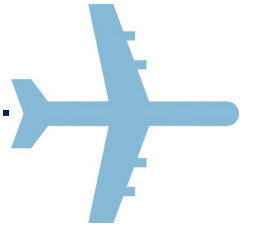


*MarketPlace PHL*

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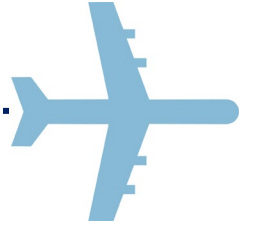
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# Megan O'Connell



- Marketing and Customer Service Manager, MarketPlace PHL
- With MarketPlace for a little over 2 years
- Drive revenue and engagement for the PHL Food & Shops program:
  - Digital marketing
  - Contactless ordering
  - Wayfinding, signage, digital signage
  - Seasonal promotions/initiatives
  - Innovation
- Promote a positive guest experience through numerous customer service initiatives:
  - Secret shop program
  - Customer service training sessions
  - Consumer feedback initiatives

# MarketPlace PHL



- MarketPlace PHL, LLC, is a contractor for the City of Philadelphia, responsible for the management of the PHL Food & Shops program throughout Philadelphia International Airport.
- Voted Best Overall Concessions Program in 2019.
- The award-winning PHL Food & Shops program offers more than 170 shops, restaurants, and services to the millions of passengers that travel through PHL each year.
- Restaurants and shops include local Philly favorites, as well as regional and national brands.

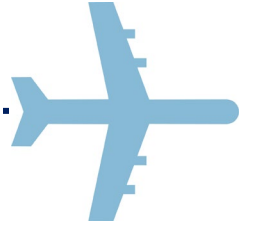
# Technology in Concessions



- Contactless Ordering - OrderAtPHL
  - Use mobile app or website to place an order in advance for pickup or delivery
  - Added robotic-assisted delivery in early 2021
- QR Code Technology
  - Added QR codes to all wayfinding/informational signage for contactless ordering and what is currently open at PHL
  - Added QR code feedback opportunities to food court tables
- Digital Ordering Screens
  - Minimizing contact between guests and employees through digital ordering and payment screens



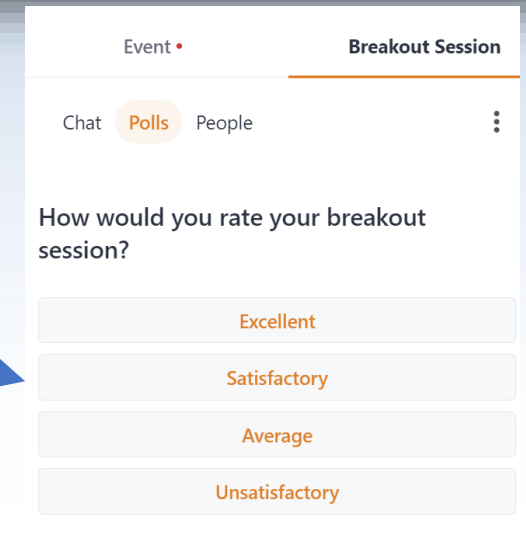
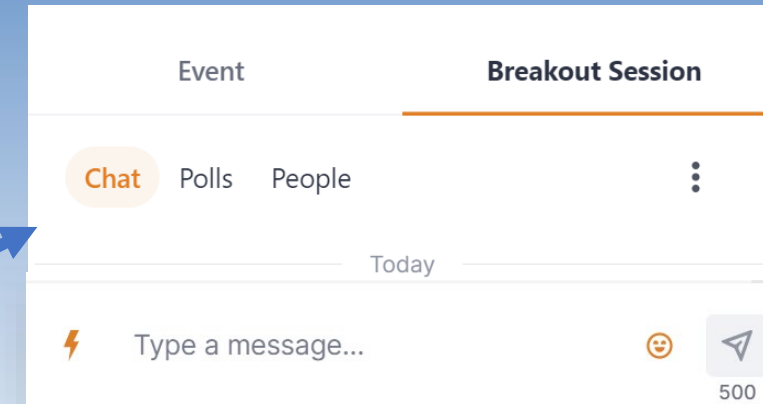
# Future of Technology in Concessions



- Robotic Concepts
  - Baristas, vending, etc.
- Ghost Kitchens
  - Virtual ghost kitchens that combine multiple concepts
- Food Pick-up Lockers
  - Partnering with local dining operator to provide quick meal options with contactless pick-up through lockers
- Digital Wallpaper
  - Utilizing digital wallpaper for barricade graphics
- Contactless Ordering Upgrades
  - New solutions for contactless ordering such as delivery outside the airport or other tech upgrades
- Increased Use of Innovative Payment Solutions
  - AtYourGate, kiosk payments, Apple Pay, Amazon JWO

# Questions and Answers

- Questions and Answers
  - On the Breakout Sessions tab, put your questions in the 'Chat'
- Polling
  - Please click into the Poll tab and answer 3 short questions



PHL International • 3 hours ago

Did the Forum provide you with useful information on activities and opportunities at PHL?

# Thank You!

- When instructed, click the link on the left of your screen for the Main Ballroom to meet the PHL Management Team for a Q&A Session.
- Answer “Yes” to Leave and return to the Main Ballroom.

