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!
Your Panelists

• Nora Dougherty
• Elizabeth Moselle
• Megan O'Connell
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](#)

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

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

Guest Experience

Nonstop PHL
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
• 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
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.