



# How can Railway Terminals learn from the Airport Industry?

Railway Terminal World Conference

Tony Wijntuin | WYNE Strategy & Innovation | Vienna | 18 April 2012

# Airport Retail, a brief introduction .....





Duty Free Shop at Shannon Airport (1947)

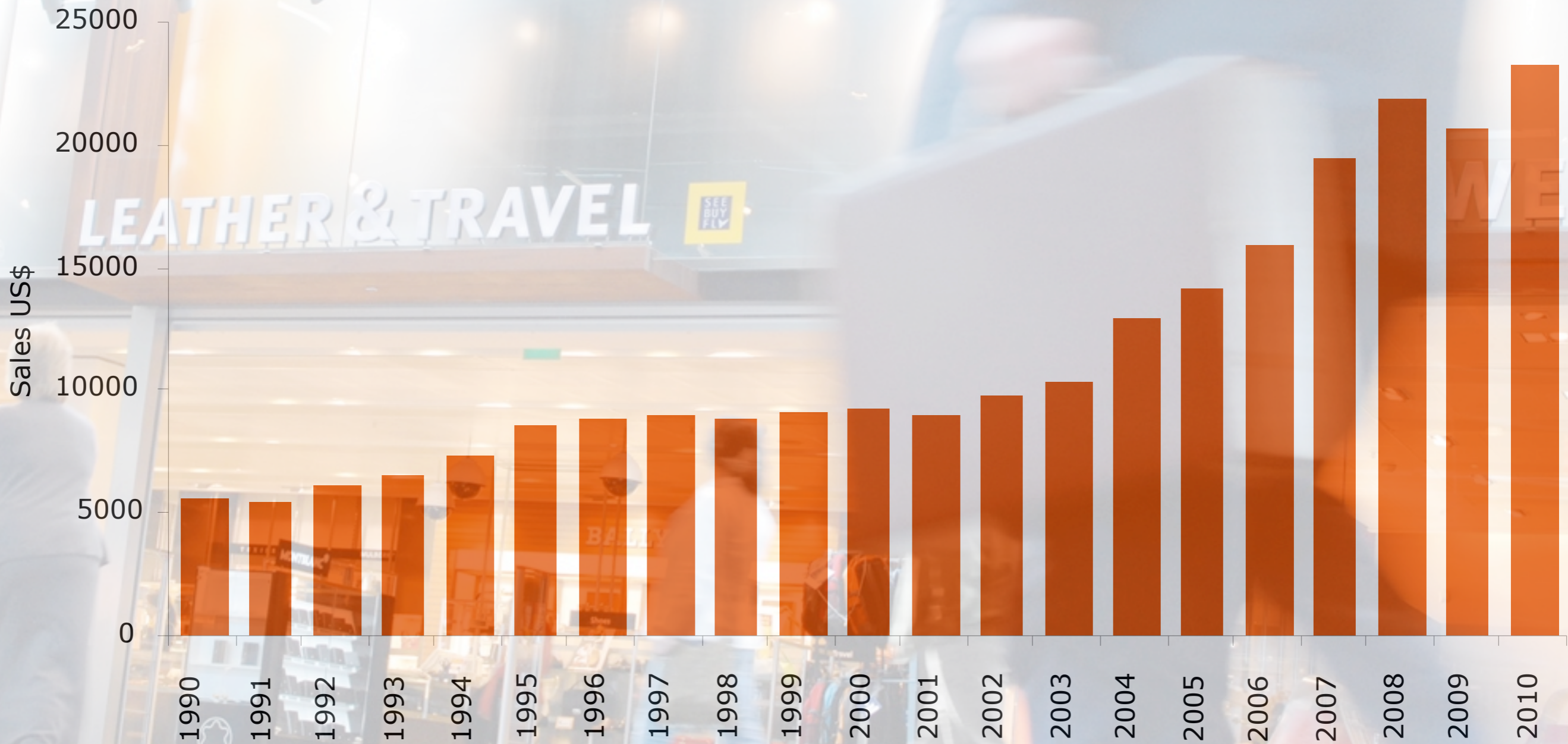




Lounge 3 at Amsterdam Airport Schiphol (2011)



# Airport Duty Free & Travel Retail Sales



Source: Generation Research, Sweden



# Airport retail, Food & Beverages and Services add to customer satisfaction .....

## Airport Service Quality Initiative

A range of management tools based on benchmarking and best practice, to help airports improve customer service.



### ASQ SURVEY

Customer Satisfaction  
Benchmarking



Subjective Quality

*"Overall satisfaction with the airport"*



### ASQ PERFORMANCE

Benchmarking Delivered  
Service Levels



Delivered Quality

*Actual waiting times at check-in or security*



### ASQ ASSURED CERTIFICATION

Certification of Commitment  
to Customer Service



Quality Strategy

*Certification of service quality management processes*



### ASQ RETAIL

Benchmarking  
Commercial  
Services



Commercial Strategy

*Performance of Retail / Food & Beverage services*



# The Airport Retail approach



# First vision, then strategy .....

Amsterdam Airport Schiphol:  
***Europe's Preferred Airport***

Heathrow Airport: ***Your Journey Starts Here***

Changi Airport Singapore: ***The Feeling is First Class***

Copenhagen Airport: ***World Class Hub***

Frankfurt Airport: ***The Whole World in One Place***



**But absolutely make sure  
your basics are in place!**





# WHO?

**... are your (non) customers**



# WHAT?

... do they need or want

# HOW?

*... they behave in your railway terminal*



# WHICH?

... offer best meet their needs



# INFLUEN

HOW TRENDS & CREATIVITY BECOME CONTAGIOUS.

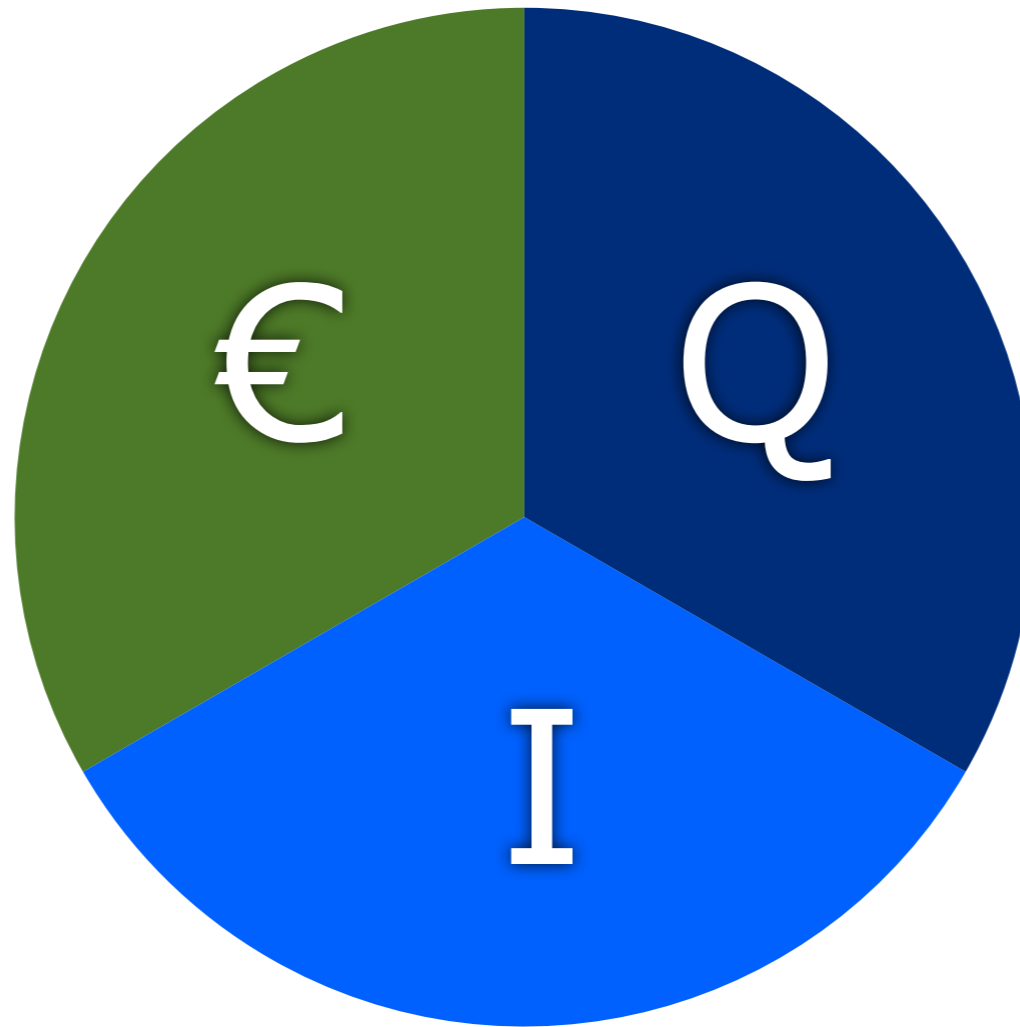
## 12 CRUCIAL CONSUMER TRENDS FOR 2012:

1. RED CARPET
2. DIY HEALTH
3. DEALER-CHIC
4. ECO-CYCOLOGY
5. CASH-LESS
6. BOTTOM OF THE URBAN PYRAMID
7. IDLE SOURCING
8. FLAWSOME
9. SCREEN CULTURE
10. RECOMMERCE
11. EMERGING MATURIALISM
12. POINT & KNOW
13. MORE-ISM



..... leading to added value!

WYNE STRATEGY & INNOVATION  
Portfolio Value Model<sup>®</sup>



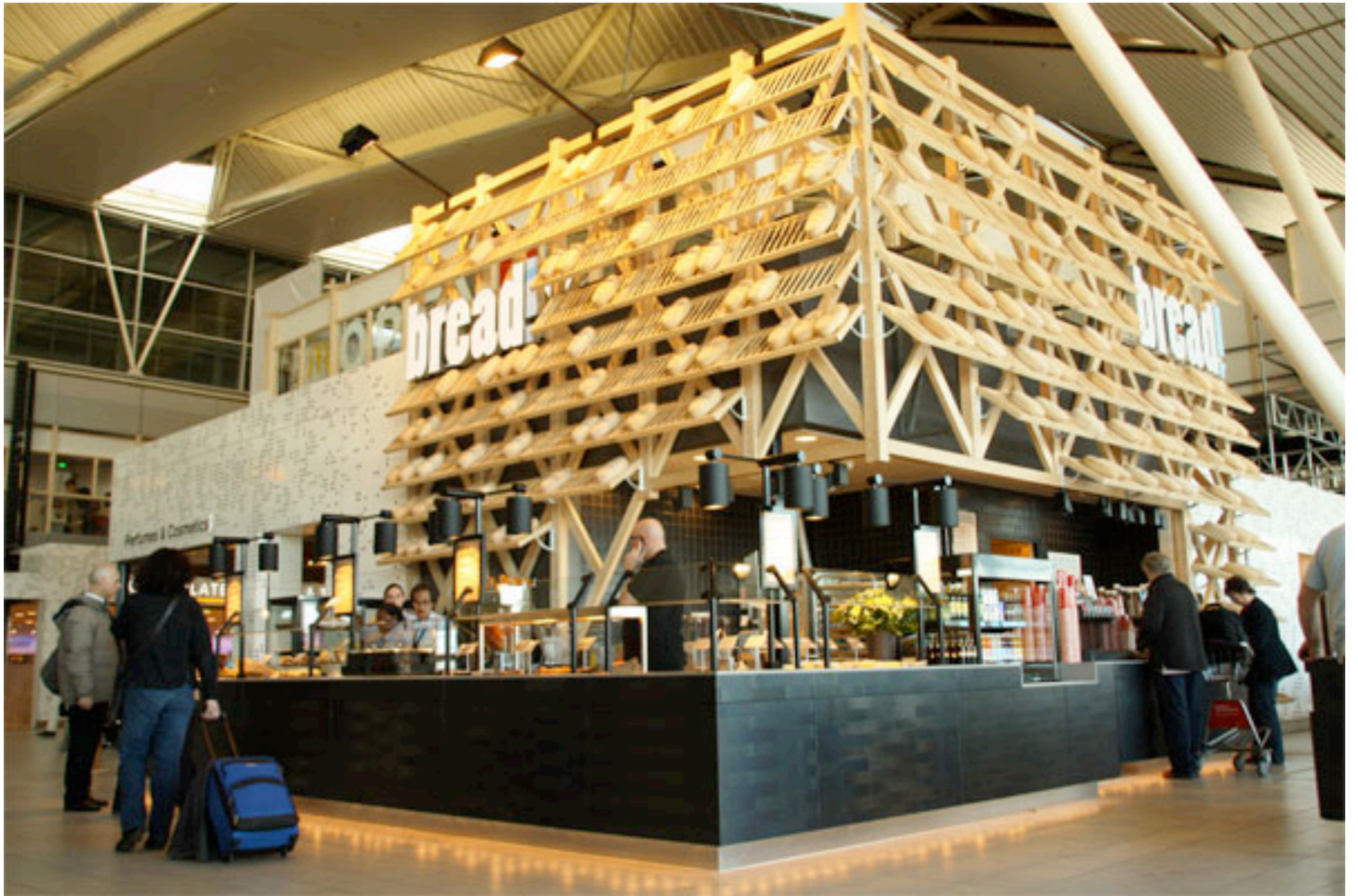
■ Revenue Generators   ■ Quality Boosters   ■ Image Builders





**Money Maker**





**Quality Booster**



# Image Builder





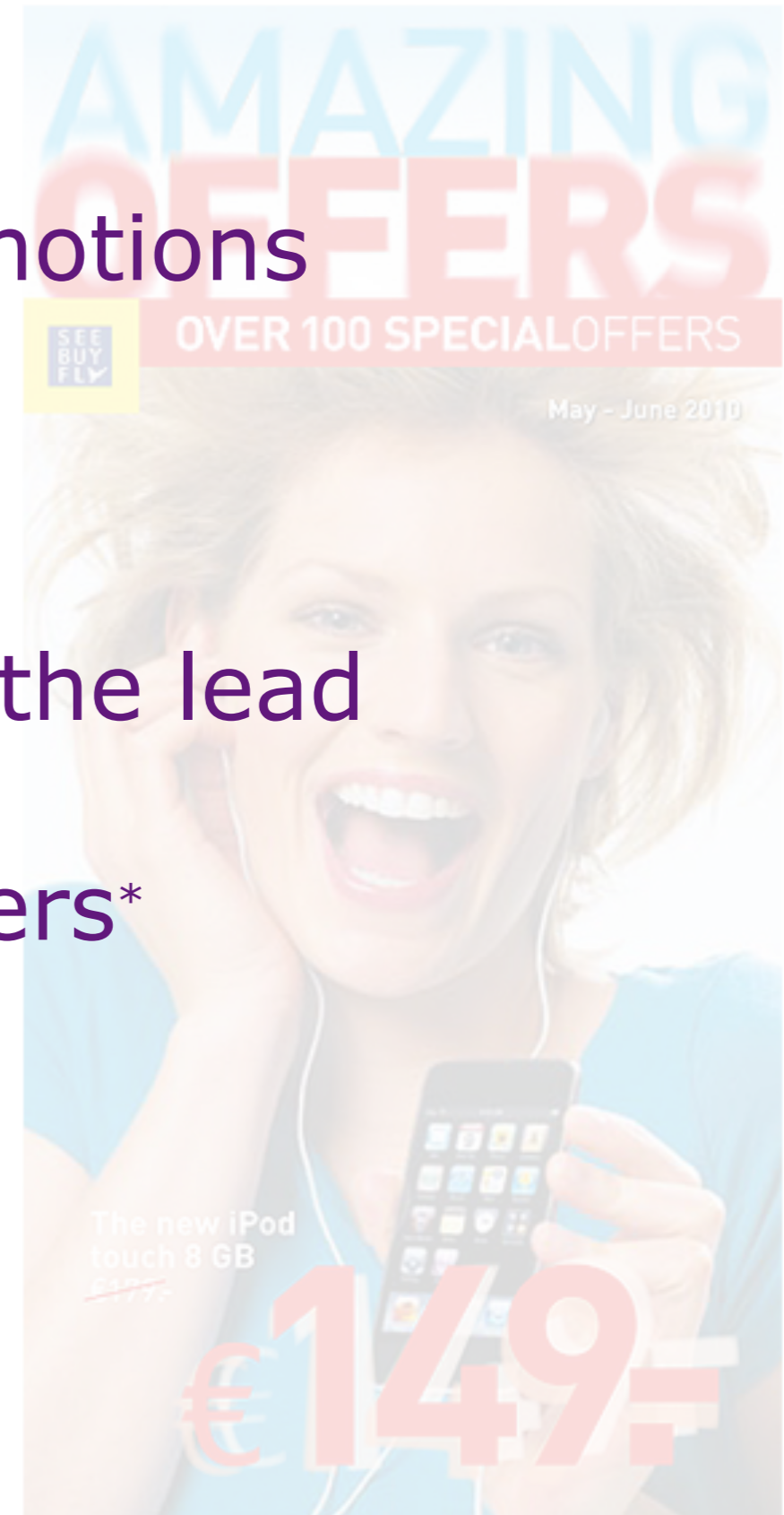
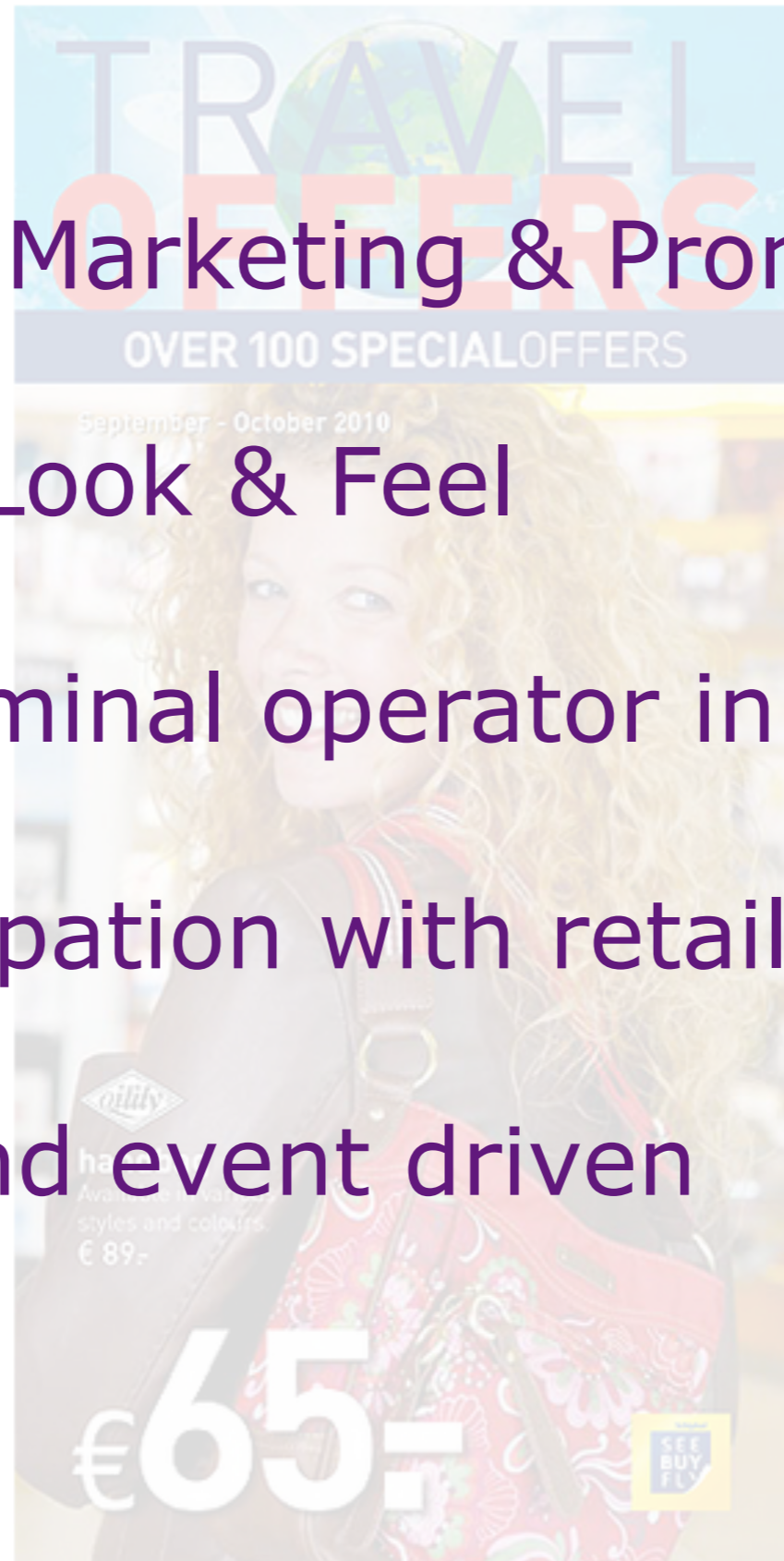
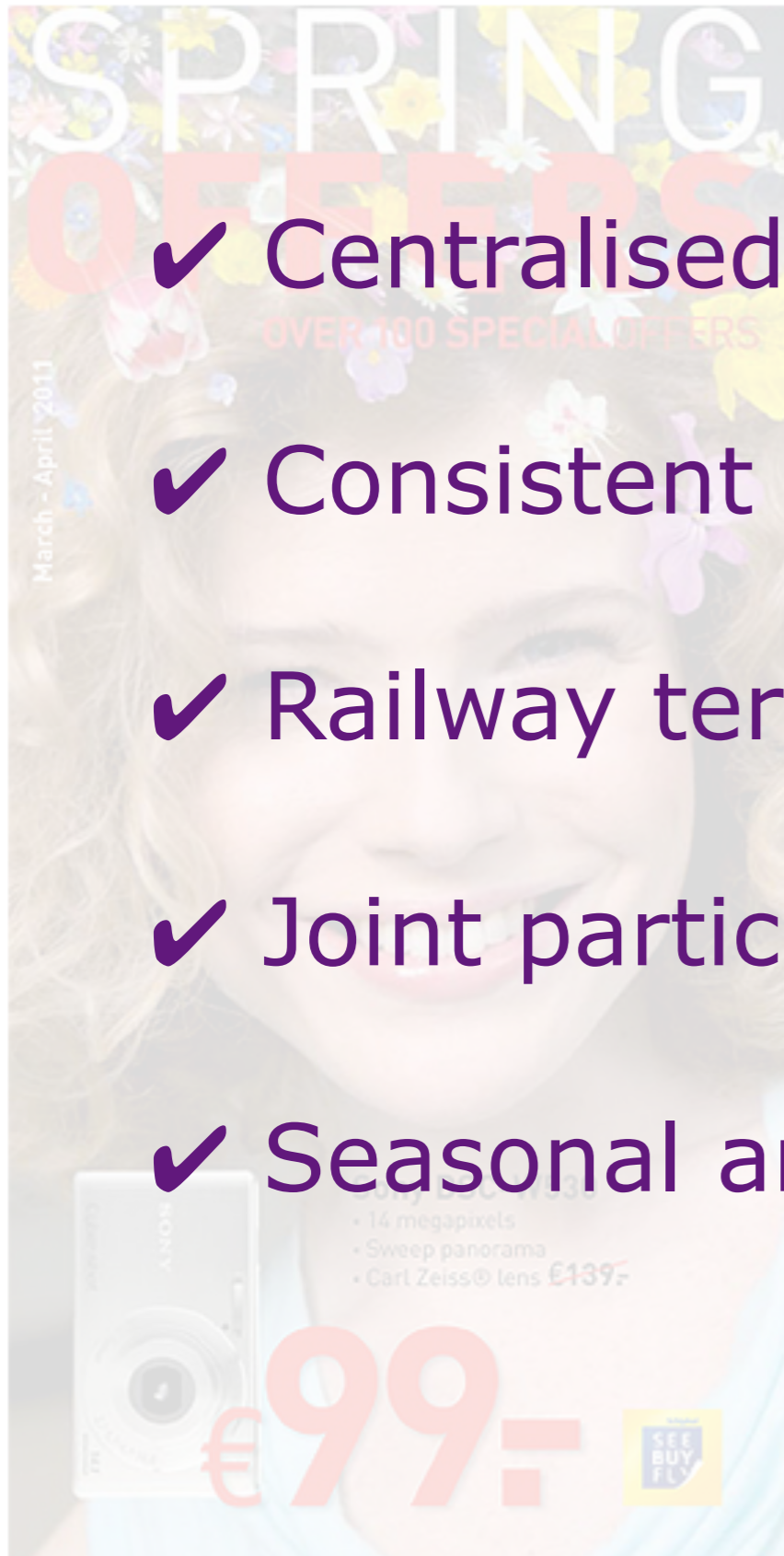
# Execution

- ✓ Businesspartnership
- ✓ Business model
- ✓ Concept integrity
- ✓ Customer Experience
- ✓ Monitoring & Optimising
- ✓ Account management



# Marketing & Promotions

- ✓ Centralised Marketing & Promotions
- ✓ Consistent Look & Feel
- ✓ Railway terminal operator in the lead
- ✓ Joint participation with retailers\*
- ✓ Seasonal and event driven





Some railway examples .....





**Rituals**





**Rituals**

Test hier

van de beste parfumeurs ter wereld

sale

s for you

€ 24,90





**Julia's (by Servex)**





# Julia's (by Servex)





**Seat2Meet ([www.myowns2m.com](http://www.myowns2m.com))**



seats2meet.com



**Seat2Meet ([www.myowns2m.com](http://www.myowns2m.com))**





**2theloo**





**NS Try Out Festival**





**Do You Dare to be  
Different? .....**



# I guess You Do!

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