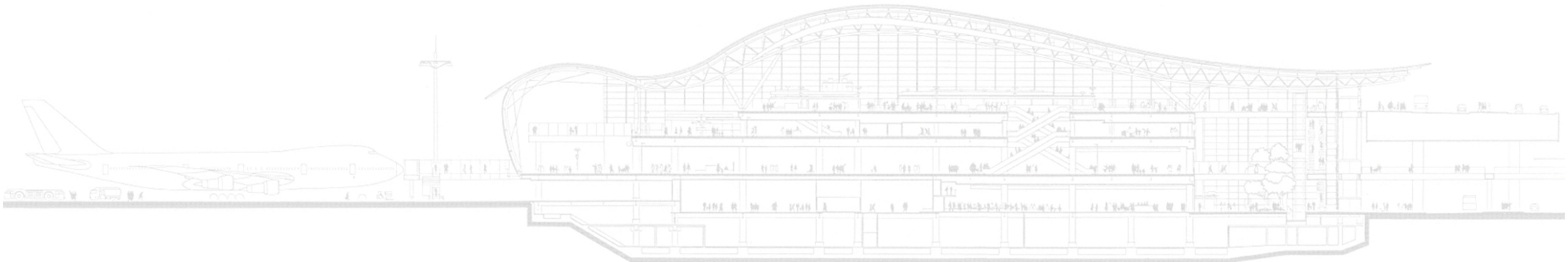


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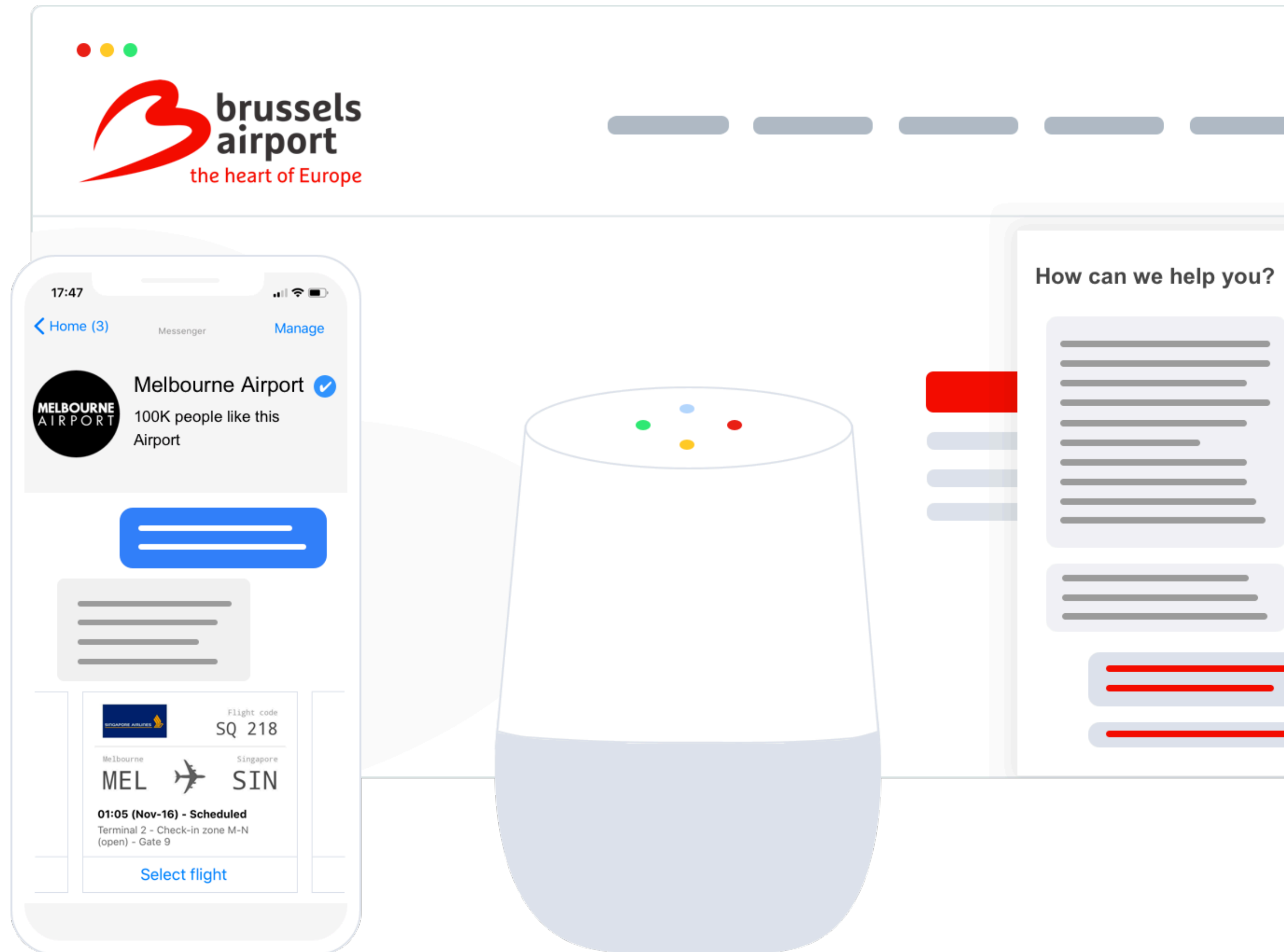
## Messaging Platform for Airports

*Pierre Cuquemelle - Co-founder and Director*



# Messaging channels

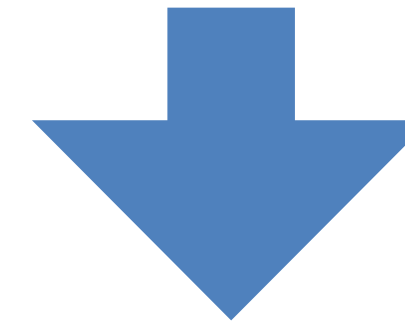
- ▶ Airport's website and mobile application
- ▶ Chat applications: Messenger, Twitter, WeChat, WhatsApp, etc.
- ▶ Voice assistants: Google Assistant, Amazon Alexa



# Customer support

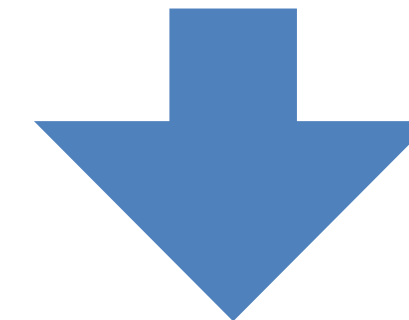
- ▶ Customer service platform designed for airports
- ▶ Classification of user queries via NLP (Artificial Intelligence)
- ▶ 80-90% of queries handled automatically - others handed over to agents

Questions from passengers



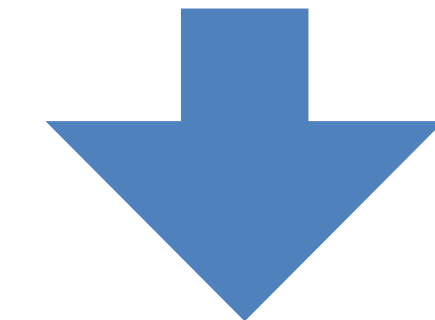
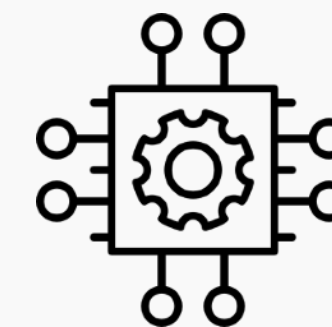
**Airport AI**

Classification based on AI algorithms



**Automated**

80-90%



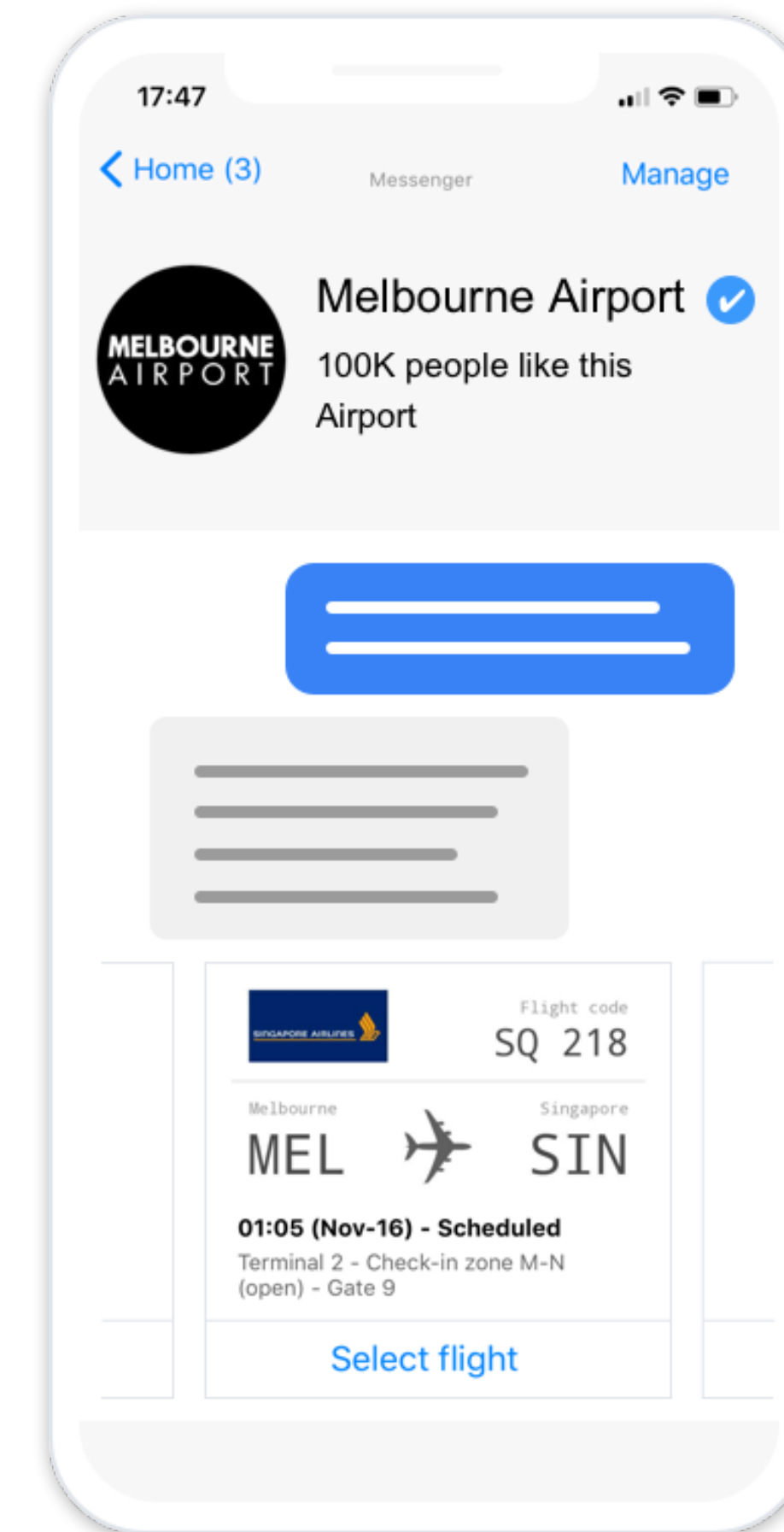
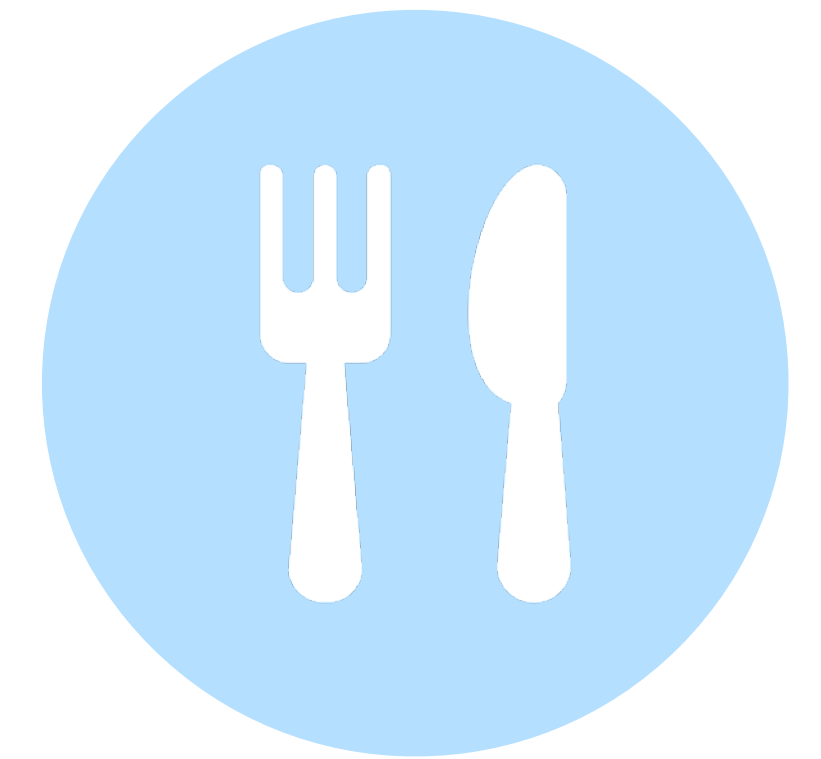
**Agents**

10-20%



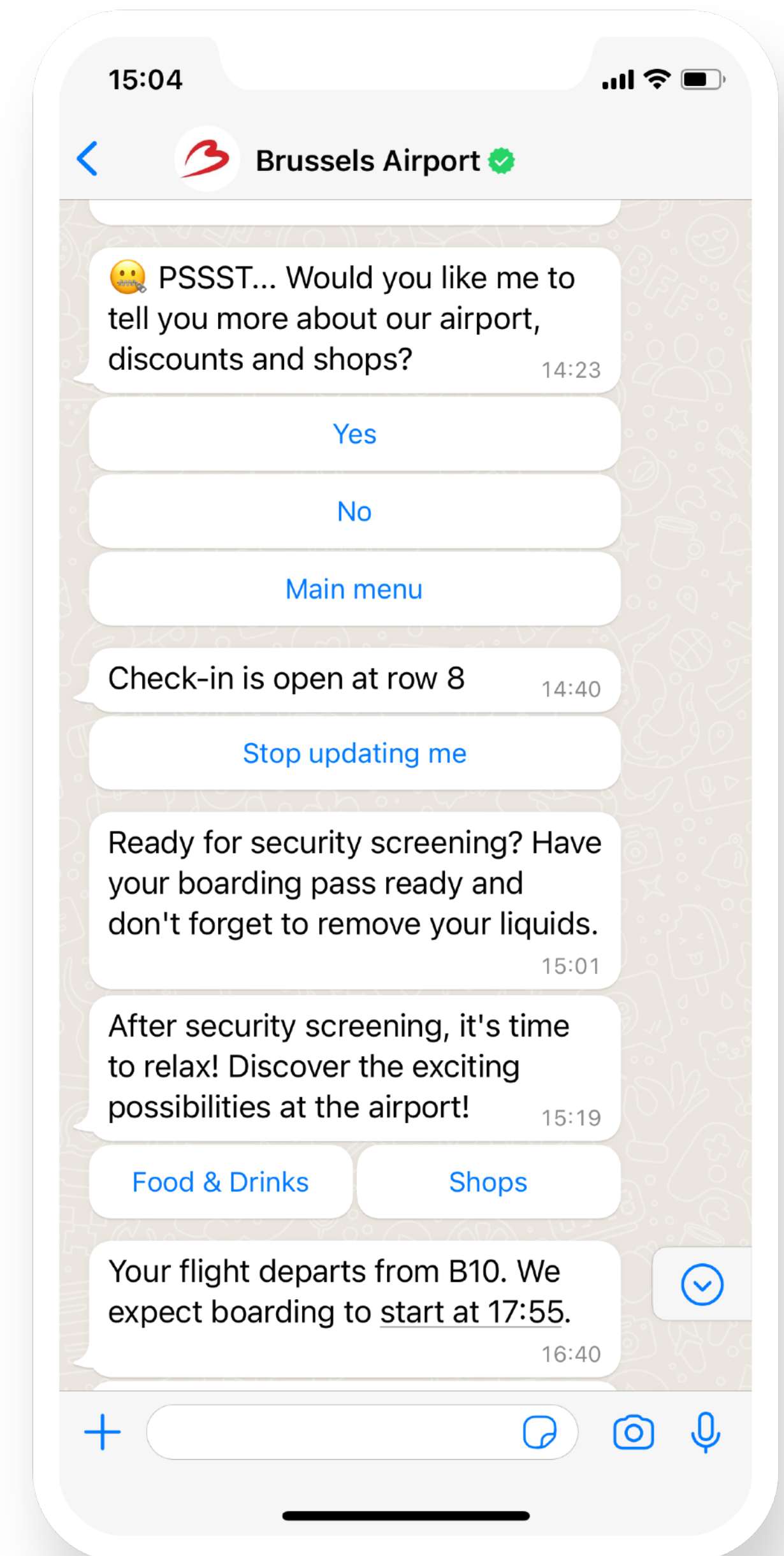
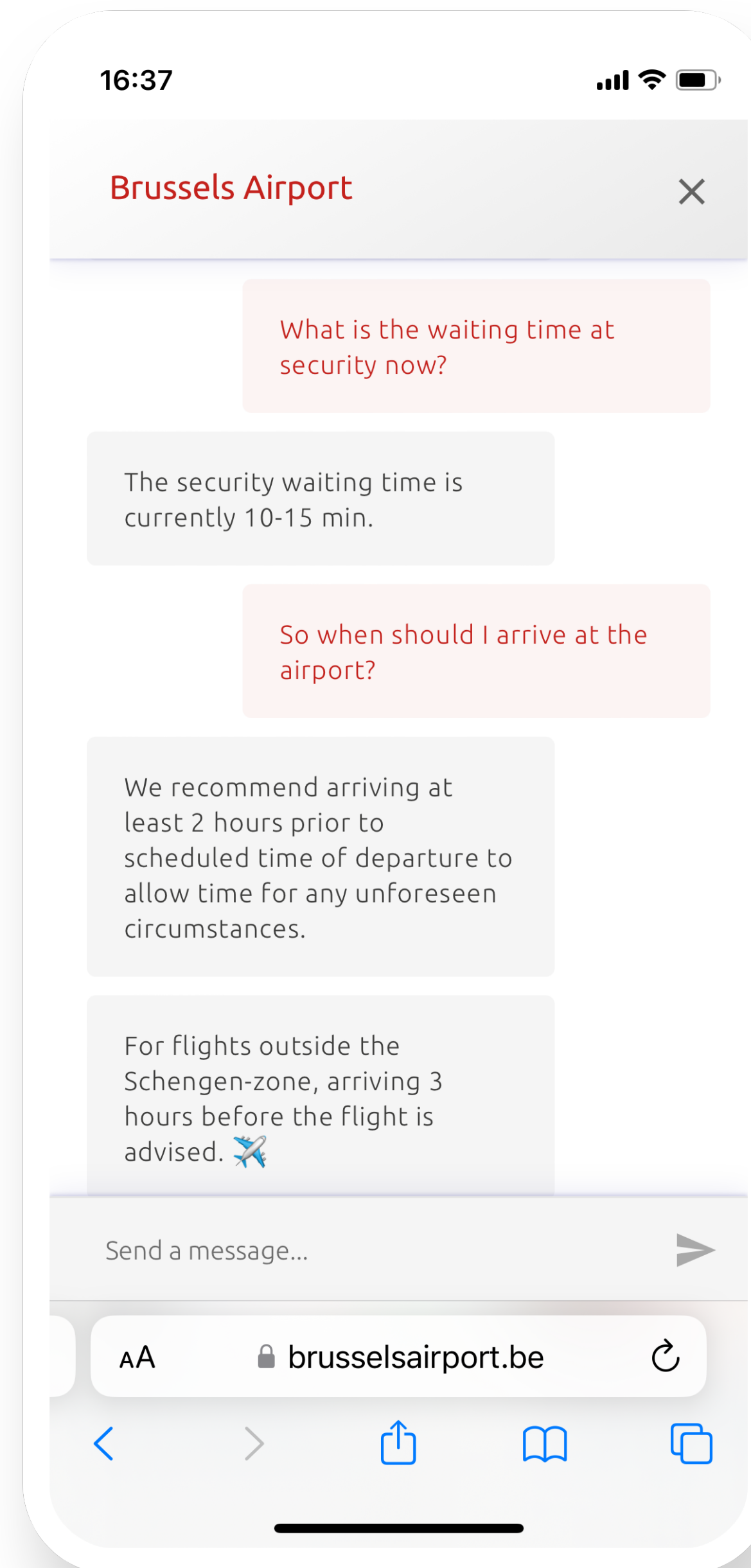
# Passenger engagement

- ▶ Features and targeted push messages to improve user experience and increase revenues
- ▶ Flight notifications, feedback, queue times, slot advice, etc.
- ▶ Marketing offers, booking of services, booking reminders, payments, etc.



# Objectives

- ▶ **Service:** increased passenger satisfaction
- ▶ **Financial:** reduction of costs and additional revenue channels
- ▶ **Business Intelligence:** understanding of users, questions and behaviours



# Used by more than 45 airports around the world



# airport.ai

## Messaging Platform for Airports

<https://www.airport.ai/>

**Stand 10-S132**

