Transforming Dufry* Duty Free Shops Worldwide

onthespot's* solution using Intel® technology delivers brand differentiation and a whole new shopper experience

> "We have created a unique environment where our customers can have a different experience in their relationship with the brands, making their shopping more enjoyable."
>
> **– Javier González, Marketing and Digital Director**
> Dufry

> "Thanks to the versatility of our platform spotdyna, we are able to analyze customer data and instantaneously take action, modifying lights, video content and sound in a synchronized way. "
>
> **– Carlos Marina, CEO**
> Telefónica On The Spot Services

Imagine you are between flights in a busy international airport. You enter the duty free shop for a quick purchase and step into an oasis. The intriguing atmosphere invites you to look and linger. As you move around to browse the displays, the sound system and digital screens allow you to effortlessly take in special offers from a featured brand. You can't quite put your finger on it, but this feels very different from a typical store – and it's almost like the environment was meant just for you.

This is the vision of Dufry*, a leading global travel retailer with 60 years experience meeting the needs of travelers worldwide. A digital experience management solution from Telefonica's services group, onthespot*, is bringing this vision to life.

Dufry has 2,200 shops in 63 countries and serves more than 100 nationalities every day. With customer experience a top priority, they wanted to promote engagement in their duty free shops. Today's digital technology provided a path to innovation that would offer new experiences for customers and leadership for the Dufry brand.

Serving a diversity of shoppers

Dufry wanted to deliver a personalized shopping experience to customers with a wide range of languages, brand affinity, and tastes. And they wanted to capture travelers' attention, while showcasing multiple brands effectively. The diverse and often rushed duty free shop environment posed unique challenges. In order to create high-impact promotions that would engage travelers hurrying through the store, Dufry would need to quickly gather and analyze customer information and instantly respond to fast-changing needs and preferences. And the promotions would need something special to entice customers to browse and buy.

Transform the shop, transform the shopping experience

A collaborative solution was developed by onthespot – a Telefonica company specialized in digital transformation services – using Intel® technology. The end-to-end solution creates a unique shopping experience in a unified, dynamic environment.

The onthespot solution is designed to focus all of the shop's digital resources on a single campaign for a few seconds or minutes—tailored to the customers in the store. For example, flight information is used to make language choices and technology can help determine the number and gender of shoppers at any given time.

As customers move through the shop, lights, music, and all messaging on signs and screens are synchronized. Customers' attention is focused on one major experience with one product or brand rather than many small messages about many brands dispersed around the store. The experience is orchestrated, immersive, and feels very personal—dramatically different from the typical retail environments shoppers are accustomed to.

Solution elements include messaging on interactive digital signs, and video walls; music and sound effects; and lighted floors and ceilings.

All of this is integrated into onthespot's easy-to-manage spotdyna* platform. Dufry's shop locations throughout the world are controlled simultaneously from a single, central dashboard. Based on locally gathered data, each shop can respond in real time to its specific needs with adjustments to audio, video, lighting, and messaging based on changing flight schedules and who is in the store. Or they can feature pre-scheduled content.

Intel-powered servers and Intel® gateways are used to gather customer data in each store. Intel-powered players control the screens and signs in each location. And Intel® vPro™ technology enables remote management, response to technical issues, and security for onthespot's marketing content management platform, including the Intel-powered players.

Capabilities

- Synchronize key elements of the store environment
- Manage the solution remotely from a central location for stores worldwide
- Easily schedule, manage, and customize individual store content
- Track and measure store traffic in real time
- Respond in the moment to customer needs and opportunities
- Use analytics reports to adapt sales strategies and promotions

Business value

- Drive revenues through increased customer engagement, time spent in store, and satisfaction
- Increase affinity for featured store brands and the Dufry brand
- Strengthen Dufry's relationships with the brands they sell
- Enable more promotional opportunities
- Gain insight into the customer journey, product attention, and customer flow
- Respond efficiently and cost-effectively worldwide with centrally controlled resources

Benefits all around

This solution gives shoppers a completely new experience. It gives the store's featured brands more effective exposure and increased customer satisfaction, which can drive revenues. And it gives Dufry differentiated shops, a worldwide solution managed from one location, and the opportunity to be a leader in retail digital technology.

Looking ahead

The first installation of the solution was completed in 2017 at the Madrid-Barajas Airport in Spain. That store lays the foundation for future innovation, with plans to quickly scale to more Dufry shops worldwide. The onthespot solution is vetted, repeatable, and scalable – and can be used for a variety of retail applications.

Personalized shopping is an important and necessary part of today's retail landscape. A growing number of retailers are using digital technology solutions to create highly personalized environments, carefully designed to give customers exciting new experiences, while respecting their privacy. These solutions are helping retailers succeed in what has become a hyper-competitive space.

Solution elements installed in each store include:

- Lighting
  – Smart lighting bulbs: 220 m² of the store ceiling
- Video displays
  – LED panels: 85 m² of the store ceiling
  – InGlass OLED and wallpaper screens
  – Video walls
- Platform players for the onthespot dynamic marketing solution
  – Intel® Core™ i5 processor-powered NUC PCs
- PeopleCounters
- Intel® AIM Suite Technology audience measurement
- WiFi tracking sensors

Solution Provided By:

Telefónica
INTERNET OF THINGS

(intel)