

# Ahh... Got a perfect gift from GOT DUTY FREE App!



## At Airport lounge

- *"Just family things you see", he smirked again.*
- *"I get it! I've been there. Getting a gift for someone?", I replied.*
- *"Trying to, for my wife and kids", he replied.*
- *"So why don't you? I mean there are so many duty-free shops around", I started getting to my point.*
- *"That's the whole point. After a tiring week of work, now I'm at the airport with about an hour for my flight, and around 10 duty-free shops here and there, but don't know where to start", he said.*
- *"Have you done duty-free shopping before? What are the issues you face?", I asked.*
- *"Hahh! I'm a frequent traveler, but not a regular duty-free shopper. But yes, from my experience with it till now, I sometimes do feel the lack of convenience or ease of access of such an affordable shopping facility.", he explained.*
- *"As in?", I asked.*
- *"Sigh, for instance, online shopping, like Amazon has made it so easy for people to shop with comfort and you get everything you need right at your doorstep. That's the convenience I'm talking about.", he continued, "But with duty-free shopping, it's only the price that is cheap. Rest you don't know where to look around once you're at the airport. And frankly, considering the time it takes to explore the shops here, with the busy work schedule we have, it's not very feasible for one to reach the airport 3-4 hours before the flight, just to shop duty-free", he finished.*
- *"That's true, and I do agree. So, basically from what I understand, you wish you could know which duty-free shop has what, how much it costs, and it would be best if you could select your items in advance before even arriving at the airport, then just reach the shop, pay, and done?" I asked.*
- *"I guess that's what is missing. Yes! It would be great if I could just explore all options while at the hotel or in the cab and am ready to get my stuff and pay as soon as I'm here at the airport. YES!", he exclaimed.*
- *"Perfect!", my response to his excitement.*
- *"By the way, I'm Joshua! And you seem to be getting at something with this conversation?", he asked.*
- *"I'm Ali. YES, I AM!"*

## The Assurance & The Solution!

It was important for me to hear him out completely, what his issues with duty-free shopping were and what he expects, before going all out on him with a solution.

It was crucial to lead the conversation to the point where I acknowledged his pain points and addressed his problems with a solution-based question of my own.



Now with a glimmer of excitement in his voice, I assured Joshua, that there was still less than an hour for his flight, and he could still get some amazing duty-free gifts for his family easily with still some time to spare for a cup of coffee and snacks in the end!

***We'll get on with the remaining 1 hour at the terminal in Part 2!***

*Stay tuned..*