

## 1. BACKGROUND

CNX Airports is on a journey to revolutionise the guest experience at CNX, the world's busiest international airport. The ambition is to create a safe, smooth, fast and enjoyable experience, providing a window to the city beyond and reflecting the modern Arabic hospitality and the uniquely Arabic warm welcome. In this highly challenging environment where our competitors are delivering an improved guest experience, it is imperative that our guest experience at CNX Airport's becomes the key differentiator for us to become the BEST airport in the world. The CNX Guest Transformation Programme will evolve our Guest Experience levels – ensuring we become THE LEADER & INSPIRATION for a Contemporary CNX Hospitality.

As CNX Airports continues to focus on improving our Guest Experience at all touchpoints of the passenger journey, increasingly we are represented through our digital assets, often well before a guest embarks on their journey. This remote interface with our digital assets essentially creates the guest's sensory perceptions of what they can expect to enjoy and experience during their time at our airports. As what may be the first touchpoint of our guest's journey, our digital assets (such as websites, mobile apps, social media etc.) should be consistently aligned with our desired expectation to create a look and feel that customers can identify with at all stages of their journey.

The continual step changes required in our digital assets to meet with evolving customer needs and experiences will be difficult to achieve with the current digital asset base, further complicated by an inability to provide a seamless service and experience to our guests through the multitude of assets, service partners and suppliers.

## 2. RFI OBJECTIVE

Dubai Airports is looking for a delivery partner to support the implementation of our recently developed Digital Guest Experience Strategy with new technology, integrations of product and services and an improved user experience. Our Guest Experience Programme requires a strong digital component to facilitate its transformation objectives.

The programme will exploit the brand of DXB to create a world class digital experience giving guests access to existing and future products and services via a seamless and scalable digital ecosystem. The programme will deliver improvements in guest satisfaction and commercial revenue whilst supporting our next phase of growth at CNX

The first phase of implementing our strategy will deliver the following;

- A new Website / Mobile Website platform with a robust CMS which allows for easy updates to content and an improved user experience through ease of finding the relevant information.
- Digital Wayfinding capabilities to allow travelers to find their way to a set destination, highlight points of interest along the way and make recommendations for passengers based on preference, journey time and interests.
- 24/7 Remote assistance with a fully integrated omni-channel customer contact experience with our existing channels and the supporting CRM infrastructure.
- An eCommerce platform to increase penetration of existing products and services by providing the capability for guests to make Digital Bookings and Orders
- Deliver a true omnichannel experience with the ability to access all functionality through various channels including interactive screens across the terminals and concourses that will be implemented via this programme
- All the above will be delivered via a scalable ecosystem that will allow us to grow and develop our digital experiences in future years

This initial phase of the programme will provide the foundations for future development including the introduction of a Mobile App, personalisation of offerings, partner integrations and new product and service offerings.

Through the work that has already been completed to define our Digital Guest Experience Strategy, it has been noted that a large part of the technology infrastructure required to support these ambitions is currently not fit for purpose so would need to be replaced (Appendix 1 and 2).

## 3. REQUIREMENTS

### 3.1. Vendor Qualifications

The vendor should describe any relevant experience and capabilities of providing a similar solution within a relevant location and maturity level.

The vendor should provide details of their capabilities in the following categories:

3.1.1. The Vendor should have a proven record in implementing a similar solution in a multi stakeholder environment for a service, consumer or hospitality brand. This includes references on how digital and physical experiences are interlinked and supplementing each other. References and recommendations from other companies which are using the solution effectively should be provided.

3.1.2. Should demonstrate previous airport/aviation or other relevant experience (e.g. retail or entertainment complexes) in implementing such a system and lessons learned from this implementation. References and recommendations from other airports/aviation related customers which are using the solution effectively should be provided.

3.1.3. Provide details of the resource to be provisioned and their experience managing similar implementations.

3.1.4. Should demonstrate an agile mindset and should showcase how technology and business are aligned to achieve the best omnichannel experience offline and online

3.1.5. Should be able to showcase a network of existing and potential partners that cover the various elements of the digital ecosystem to be implemented

3.1.6. The vendor should possess the requisite expertise and innovation-driven approach to propose and implement solutions that significantly amplify the digital experience.

3.1.7. The vendor should have a presence locally in the India with a registered office and on-site resource throughout the engagement. This includes highlighting a proposed approach on how to work alongside the CNX Airports team

## 3.2. Business & Technology Requirements

CNX Airports are looking for a delivery partner to source, design and deliver the new capabilities required to realise our Digital Guest Experience Strategy.

This should include as a minimum (but not be limited to):

### 3.2.1. New Website / Mobile Website

#### 3.2.1.1. Platform

#### 3.2.1.2. Content (CMS)

#### 3.2.1.3. User Experience

#### 3.2.1.4. User Interface

#### 3.2.1.5. Web Analytics

#### 3.2.1.6. Content Personalisation

#### 3.2.1.7. Usage data and feedback integration into DA analytics infrastructure

### 3.2.2. Digital Wayfinding & Journey Planning

#### 3.2.2.1. Interactive digital maps that offer point to point navigation and directions

- Ability to display map in 2D and 3D

- Ability to seamlessly browse and navigate the digital map in web browsers in multiple devices such as desktop, tablet and mobile

#### 3.2.2.2. Ability to select a destination and be directed through the map while highlighting points of Interest along the route

#### 3.2.2.3. Search functionality based on categories, concourses etc.

#### 3.2.2.4. Ability for real time updates based on changes to gates or accessibility requirements of the user

#### 3.2.2.5. Integrations to other systems including flight information. eCommerce and Customer Contact centre.

#### 3.2.2.6. Integration with recommendation engine for personal recommendations

#### 3.2.2.7. Potential to support multiple languages in the future

#### 3.2.2.8. Usage data and feedback integration into DA analytics infrastructure

### 3.2.3. 24/7 Remote Assistance

#### 3.2.3.1. Seamless integration of all existing customer channels

#### 3.2.3.2. CRM solution to support all channels

#### 3.2.3.3. Integration of chatbot / Generative AI

#### 3.2.3.4. Usage data and feedback integration into DA analytics infrastructure

### 3.2.4. Digital Bookings & Orders (eCommerce) Portal

#### 3.2.4.1. Ability to pre-book/pre-purchase existing CNX Airports owned products and services

#### 3.2.4.2. Real-Time product and service availability

#### 3.2.4.3. Multi-vendor basket capabilities

#### 3.2.4.4. Payment, Logistics and Fulfilment integrations

#### 3.2.4.5. Integrations with digital wayfinding capabilities, marketing/advertising

#### 3.2.4.6. Ability to customise product and services to specific customer groups

#### 3.2.4.7. Ability to add new partner products and services in the future

- 3.2.4.8. Ability to create a loyalty capability in the future
- 3.2.4.9. Dynamic pricing and bundling
- 3.2.4.10. Personalised offers and recommendations
- 3.2.4.11. Usage data and feedback integration into DA analytics infrastructure
- 3.2.5. Integration to Screens
  - 3.2.5.1. Ability to access all functionality through screens (kiosks, robots etc.) across the airport
  - 3.2.5.2. Usage data and feedback integration into DA analytics infrastructure
- 3.2.6. Customer Research
  - 3.2.6.1. Framework to measure existing and future satisfaction
  - 3.2.6.2. Recommendation of developing a single customer view, with integration to all customer platforms
  - 3.2.6.3. Data privacy/protection controls
  - 3.2.6.4. Spot surveys, general surveys and follow up mechanisms
  - 3.2.6.5. Data integration with DA analytics infrastructure

#### 4. DELIVERABLES

The following are the expected deliverables:

- 4.1. Digital Guest Experience RFI proposal
    - 4.1.1. Proposed Website/Mobile platform solution including:
      - 4.1.1.1. Platform options
      - 4.1.1.2. Content Management
      - 4.1.1.3. User Experience
    - 4.1.2. Response to Business Requirements including:
      - 4.1.2.1. Detailed proposal to illustrate the end-to-end solution(s) the vendor would deliver
      - 4.1.2.2. Detail to support how the proposed solution would achieve each of the business requirements detailed above in section 4.2. This should include:
        - Operating Model
        - Service Design
        - UI and UX
      - 4.1.2.3. Costing, methodology and timelines to deliver the project.
      - 4.1.2.4. Resources required (both from Delivery partner and CNX Airports) to support the project.
    - 4.1.3. Vendor Qualifications
- The vendor should demonstrate how it distinguishes itself as our future digital partner of choice and provide relevant details of relevant experience, capabilities and references

#### 5. TIMEFRAME

CNX Airports is looking to understand delivery solutions, timelines and costings from potential partners with a view to finalise our business case in Q3 2023 and commence work with a partner in H1 2024.