

# Celebrate the arrival!

by **VANDERLANDE**



# Content.

- |  |                                |
|--|--------------------------------|
| 03 Reclaim is the last mile: an opportunity. | 10 How does giftdrop work?     |
| 04 The airport, a complex system.            | 11 Giftdrop operations.        |
| 06 Our vision for the Fleet.                 | 12 Qualitative insights.       |
| 07 Strategic proposal: giftdrop.             | 13 Desirability and Viability. |
| 08 What giftdrop achieves for you.           | 14 Giftdrop roadmap.           |
| 09 Ingredient Branding.                      | 16 Design process.             |



## Reclaim is the last mile: an opportunity.

Imagine the following story: 'You just landed, and you feel excited to see your beloved ones or start exploring the country. However, you first find yourself waiting to reclaim your luggage; the last step after a long trip. With fingers crossed you are expectant that your luggage has been transported correctly and carefully. Hundreds of eyes are focussed on the luggage items arriving on the belt. Strangely enough, you feel relieved to see your luggage bump onto the grey, rigid conveyor belt. You collect your luggage and start walking towards the hallway and the doors to your destination. Once through the doors you are ready to celebrate your arrival.'

The last things we do are the things we remember. They are key in experiencing something. How can we welcome arriving passengers at the reclaim and give them a feeling of belonging?

How to make sure that passengers **celebrate** their arrival at the reclaim area?



# The airport, a complex system.

The following facts and trends are the most important results of our research and the arguments in which we supported our strategic proposal.

## Facts



**New Distribution Capability Exchange (NDC)** is a community platform that enables API connectivity between airlines and sellers so that they can exchange messages easily and cost effectively (IATA, n.d.).



**IATA announced mandate for RFID** inlays in all baggage tags from 2020. (globally enabled by; RAIN RFID vision, IATA RP1740C, ISO18000 6C UHF RFID, EPC global's Gen 2 protocol).



**85 million passengers** are predicted to be flying to Schiphol by 2025. (Schiphol Group, *Facts & Figures 2017*).



In an Airport like Schiphol passengers can **claim baggage 20 to 30 minutes** after arrival at Schiphol (Royal Schiphol Group Corporate Affairs, 2017).



**New claim area at Schiphol** is opening in 2023 and it will have conveyor belts. 'There are no proven alternatives yet which can be implemented'. (Presentation by Marijn Scholten, Service Owner Reclaim & Douane).



**Schiphol NPS score is 52** for the waiting time reclaim Schiphol (Presentation by Marijn Scholten, Service Owner Reclaim & Douane).

## Trends



**Servitization:** More and more services popup to enhance user experience and broaden business opportunities. Such as AH breakfast boxes (Appie Fly), Tax-free shopping (Shop & Collect), VIP services KLM, etc. \*



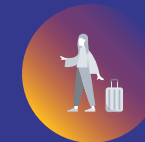
**Customer behaviour:** the ability to extract value from data is a large and possibly growing opportunity and could be a source of competitive advantage for carriers. The size of the global commercial vehicle telematics market was approximately \$2.4 billion in 2016. (Choe, T., Rosenberger, S. A., Garza, M., & Woolfolk, J. (n.d.). *The future of freight*, Deloitte)



**Automated technologies:** Automation is in rapid growth due to the growth of warehouse automation (Amazon). It is becoming more: faster, reliable, cheaper and secure. New business models emerge as it serves radical changes in value it can provide compared to traditional technologies. (Badar, 2018)



**Experience economy:** Products and services ought to create experiences beyond expectation. They have to go that extra mile. In order to sustain marketing through the trust as the new currency trend.\*



**Passengers come first:** Airports aim to provide passengers with a safe, secure, hassle-free and convenient environment. They aim that their airport is the preferred one.\*



**Trust as the new currency:** within this trend it will become more important to humanize brands, give them personality (Ingredient branding). This is due to the internet enabling us to become the expert over products: people are looking for a good rating by others, and don't care about what the company says about it.\*

\*Norman, H. (2018, October 30). Annual Showcase 2019. *The Passenger Terminal World*, p.p. 34-94.

# The Fleet.

“Seeing the fleet as the only solution is limiting. Seeing it as a vehicle to opportunities is enriching.”

Vanderlande's FLEET bag runner is an intelligent autonomous vehicle that provides end-to-end solutions for the airports. The vehicle carries pieces of luggage and is a more flexible, adaptive and sustainable alternative to conveyor belts. As it does not need a rigid infrastructure to operate in. Only a floor, and several ceiling sensors. Meaning that when the system is not in use, the space can be used.

Currently a pilot of the Fleet bagrunner is performed at The Hague Rotterdam Airport. According to our contact persons at Vanderlande (Odeke Lenior and Claudia Picavet) future outlook shows that developments include Fleet in multiple sizes, new motion capabilities, weather-proof and allowing interaction with passengers.

## Our vision for the Fleet.



- 01** That the Fleet will transports gifts.
- 02** It will carry the passenger's luggage, possibly with additional items such as stored or purchased items.
- 03** Once the Fleet is a proven technology the airport will implement it for other activities.
- 04** Once the fleet is proven, it will be used to proof on the back-end for luggage and gifts at the reclaim area.
- 05** The Fleet bagrunner replaces the existing rigid luggage belt; fleet as secure flex belt.
- 06** When there are no passengers to collect luggage, the Fleets drive away and the space will be available for other use.

## Strategic proposal: giftdrop.

Giftdrop is a service that enables people to purchase a gift for their loved one who is travelling. The traveller will be surprised by this gift at their arrival, where the fleet bagrunner technology will be used as a carrier to hand over the gift. A gift that is composed and packed by the local shops in the airport.

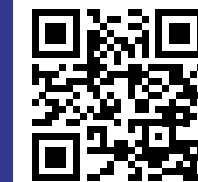
The following story explain the design proposal: Welcome in The Netherlands! You walk out of the plane and receive a message from our platform announcing: 'There is a surprise waiting for you at the reclaim area, made possible by Vanderlande'. With a honoured, energized and curious mood you make you way to the 'collect your gift' area at the reclaim. A fleet car appears and carefully drives to you with a nicely packed gift. What a surprise! With a smile on your face you read the card of your friends. They bought you a bottle of wine. Let's toast on this good start in The Netherlands!

### Curious?

Are you wondering how the service works? Check out for the impressions for the prototype.

To access, scan the following code or go to:

[vimeo.com/312162323](https://vimeo.com/312162323)





# What **giftdrop** achieves for you?



## Vanderlande

Create a stepping stone to exploit the fleet to new airports, by proving the potential of the fleet for all stakeholders and explore together the future opportunities. Additionally, gift drop kick-starts the B2C relationship and branding.



## Airport

Improve the passenger NPS of the reclaim experience, facilitate revenue opportunities for the shops and gain money from this.

## Passengers

Spark excitement at arrival, to others that arrive and introduce them to the Vanderlande brand to transition them to trust future interaction with Vanderlande technology.



# Ingredient branding.



# How does **giftdrop** work?



01

A person books a flight and collects his shareable personal link and shares this link with friends and family. The link contains a webpage with the flight details of the booker and the opportunity to buy him a gift.



02

Friends and family enter the link and decide to buy a gift. They select the gift package, write a card and follow the payment instructions.\*



03

When the person arrived, the friends and family who bought a gift receive a notification.



04

During check-in the passenger receives a boarding pass with the notification of the gift and a barcode.

05

The passenger arrives at Schiphol and receives a message that his beloved ones send him a gift, which he can pick up.

06

The passenger goes to the arrival hall where the gift will be waiting. (Clarified in pp. 14)

*\* Alternatively, friends and family can enter the passenger's flight details to buy a gift.*

# Giftdrop operation.

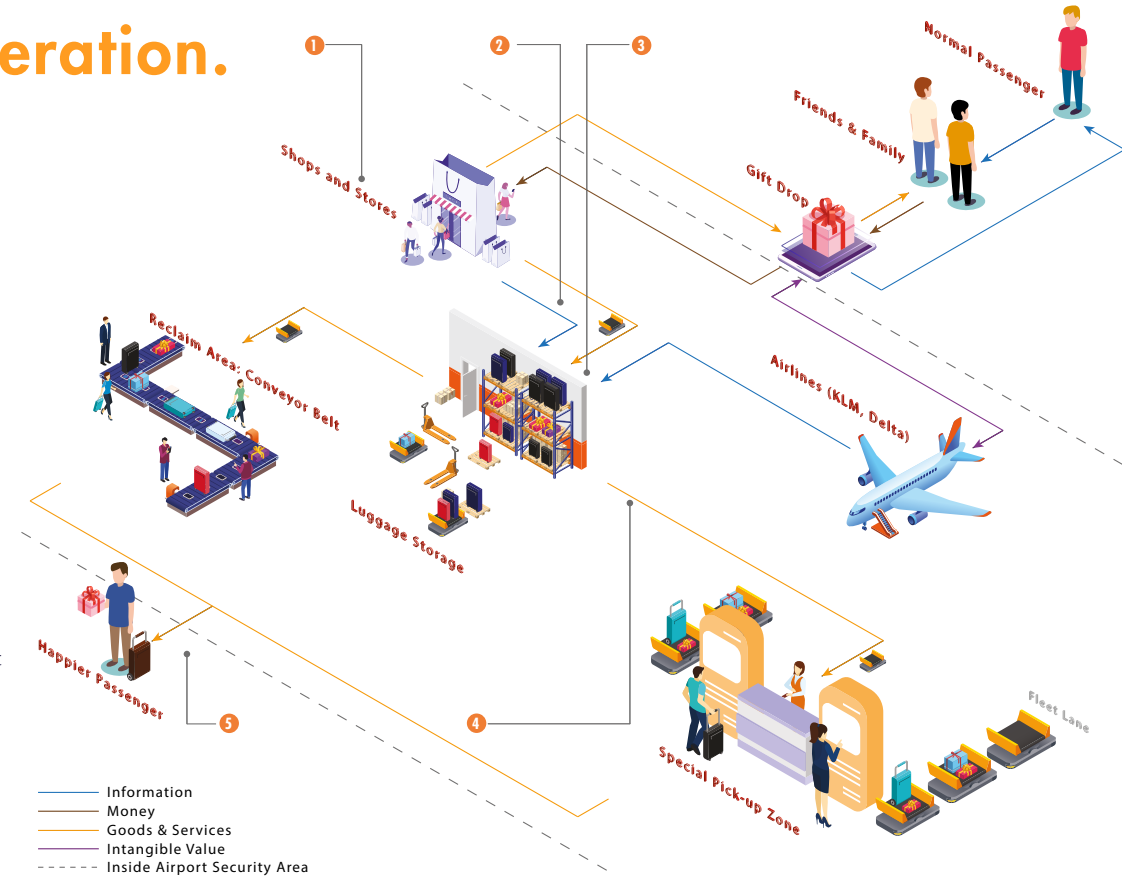
01 Shops collaborate to create gift packages (online catalogues), with certain measurements and a minimal weight of 0.5 kg.

02 Purchased gifts are packed and collected once a day.

03 Gifts coming from outside the safe zone pass through security. Possibly carried by the fleet. The product is stored in a warehouse (6 m<sup>2</sup> needed, daily 197 gifts).

04 When the passenger lands the fleet drives the gift from the warehouse to the gift pick-up area.

05 The fleet surprises the passenger with the gift. (The roadmap entails more details about this action.)



# Qualitative Insights.

Informal interviews with passengers at Schiphol, the Service Owner Reclaim & Douane of Schiphol and generative user-tests at Delft University of Technology, lead to the following main insights:

## Trust

In order for people to purchase a gift or collect the gift the passenger receives, the person wants to trust the service. *‘When I am surprised with a package with my name on it, I would not dare to take it. It could be drugs’* (Passenger at Schiphol). Therefore we recommend to collaborate with a trusted partner, such as KLM or DELTA, and immediately brand (a) Vanderlande (sub brand) to the users in all marketing.

## Space

Space is key in airports. Therefore there is interest in an alternative for reclaim that requires less space. Depending on the airport infrastructure the

logistic of the gift flows, storage and manpower should be determined.

## Personalization

People prefer to add a personal note to the gift, in the form of text or an image. *“I think that the gift would be something sentimental, because I just left and my family would give it to me”* (User-tests interviews at Delft University of Technology).

## Gift requirements

The gifts packages should fulfill certain baggage requirements as defined by the airport. For example at Schiphol the packages need to have a minimum weight of 0.5 kilograms.



Additional research is required for:

- What passenger categories are interested in this service.
- Marketing of the service.
- The type of products people like to receive as gift.
- The procedure of purchase of the gift and notification to the passenger in relation to privacy.
- Service provision to hand-luggage passengers.
- Airport infrastructure and possibility of fleet operations.

# Desirability and Viability.

The desirability of the proposal was tested by performing a click-through test. For this test a dummy website was created (see giftdrop.eu) and a Facebook advertisement. As the numbers show there was an interest of 1 out of 100. If we assume that 10% of these interested people would buy a gift package with an average profit margin of 12.5 euro, and apply that to the number of annual non-business passengers at Schiphol, it shows a annual sales profit of 0.5 million euro. Although this revenue is probably shared between Vanderlande, shops, the airport and airline, we expect that the remaining profit is sufficient for a self-sustaining service that covers start-up costs. The calculations have been performed for non-business travellers. Business gifts for business travellers could form a second user segment opportunity.



Desirability



8 1151  
Number of unique views.

810  
Number of click throughs.



Click Trough Rate: 0.998%

Thus 1 out of 100 people is interested.

Assumptions



€ 25  
Average cost of gift package<sup>1</sup>

€ 12.5  
Average profit margin.



10 %  
of interested people (1 out of 10) buy a gift.<sup>2</sup>

Viability at Schiphol

45 000 000  
Annual number of non business travellers at Schiphol.<sup>3</sup>

45 0000  
Number of packages sold annually.\*

0.5 million sales profit

<sup>1</sup> <https://www.1800baskets.com/>

<sup>2</sup> <https://www.wordstream.com/blog/ws/2017/02/28/facebook-advertising-benchmarks>

<sup>3</sup> <https://www.schiphol.nl/route-development/pagina/amsterdam-airport-schiphol-airport-facts/>

\* based on solo travellers. Since we assume that group travellers, such as families, will receive a single gift, the number of predicted products sold is lower.

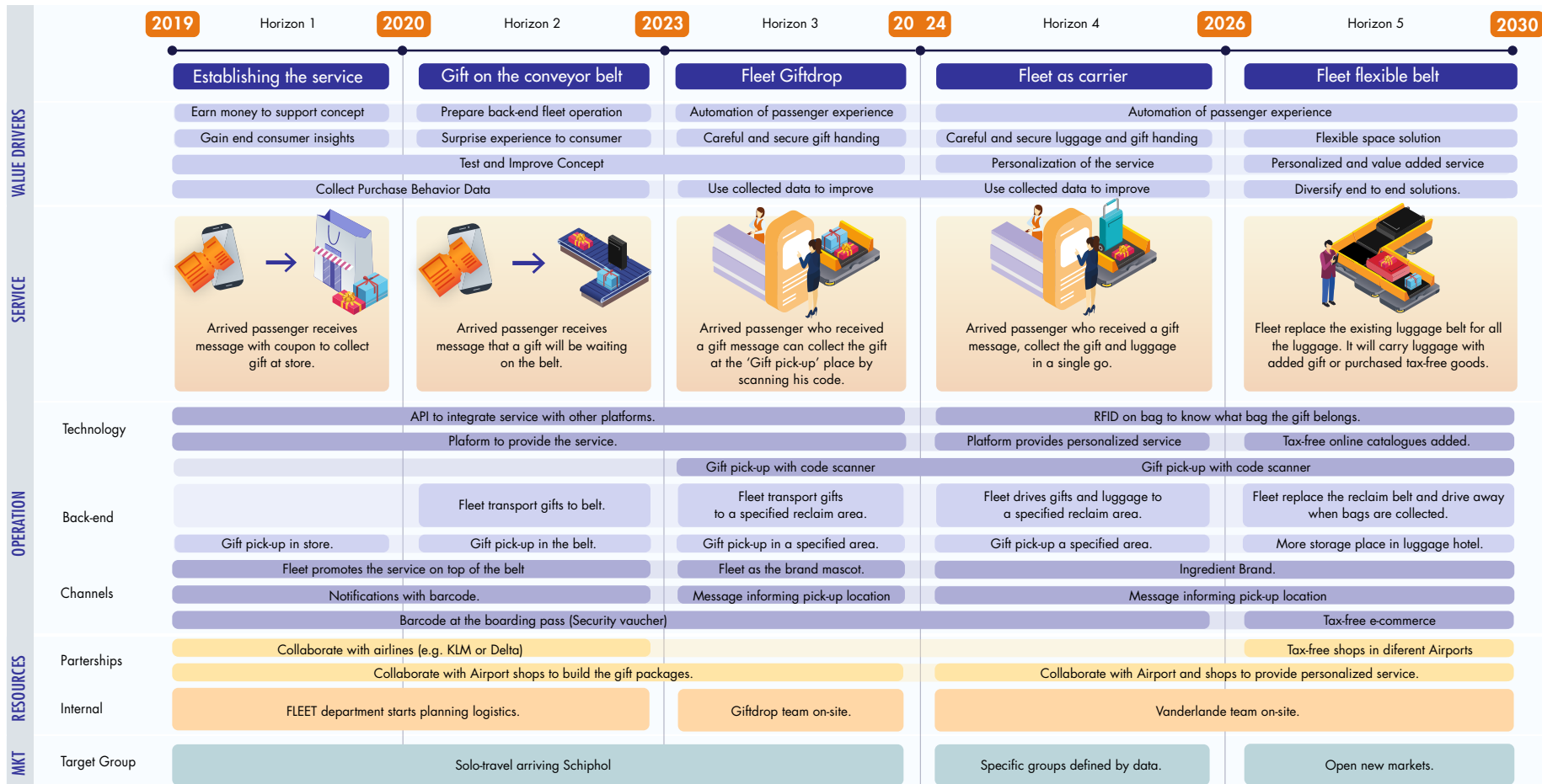
12 | Celebrate the arrival!

Celebrate the arrival! | 13

# Giftdrop Roadmap.

This roadmap shows how the service could be rolled out at Schiphol. When successful, the service could be extended to other airports as well.

The fleet is the mover of the gifts between the shop drop-off, the warehouse and the reclaim area. To start, the gifts could be collected with a coupon at a store (**horizon 1 (H1)**). As a next step the gifts are provided on the conveyor belt (**H2**). In this stages, online and on-spot marketing of the fleet service will be happening. A fleet can drive on top of the conveyor belt as a launching campaign for the service.



## FUTURE VISION

Fleet as the smart mover of goods at the airport.

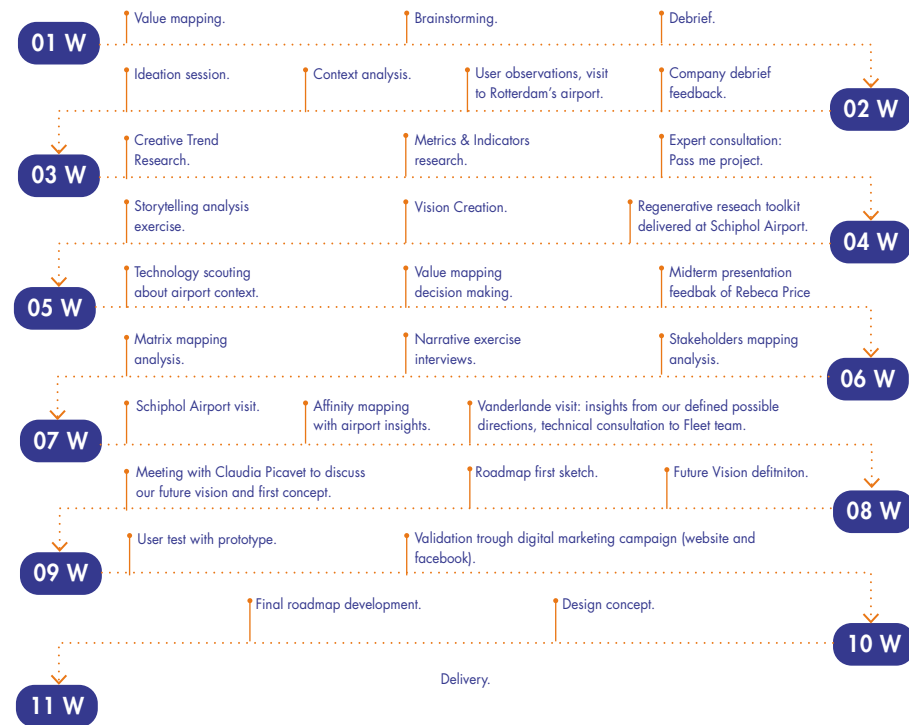


Purchased goods (e.g. tax-free, food, currency exchange, tourist information) are added to the luggage at the place of destination.

When this service captures enough interest, a few square meters of space could be hired at the reclaim hall to create a 'Gift pick-up space'. Here, the passenger will scan his ticket and the fleet will drive with the gift to pickit up (**H3**). In the meanwhile, the living lab lane of Schiphol tests the NPS score of the reclaim experience with the gift service and compares this with the zero-measurement NPS score. In parallel, the fleet should be evaluated and become a proven reclaim technology. When both tests are positive and bags are equipped with RFID (expected to roll out in 2020 (Delta)), the fleet provides both, the passenger's luggage and gift in a single go (**H4**). Finally, the fleet will replace the belt and it will provide the luggage to passengers (**H5**), possibly with added gifts or other purchases like tax-free goods. This opens the door to end-to-end services performed by fleet inside the airport.



# Design process.



## Experts consulted



### Passengers



28

Generative research booklet.

9

User tests prototype  
Roleplay with students.



### Schiphol

Marijn Scholten, Service Owner Reclaim & Douane.



### PASSME project

Sicco Santema, TU Delft Professor.



### Vanderlande

Claudia Picavet, FLEET - Validation Coordinator.

25

Open Interviews.

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MsC Strategic Product Design  
Design Strategy project

Duration: 11 weeks  
Coordinator: Rebeca Price  
Coaches: Bart Bleumink and Frithjof Wegener  
Vanderlande contact: Odeke Lenior

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