

# Seamless luggage experience

## ‘From a Hospitality Sector Perspective’

### Why a seamless luggage experience matters?

This project is part of the Horizon 2020 EU funded research project Personalized Airport Systems for Seamless Mobility and Experience: PASSME.

The goal of this research project is to reduce door-to-door travel time for passengers (PAX) traveling within Europe by 1 hour and at least improve the overall travel experience for 70% of all PAX.

Earlier research has indicated that by eliminating traditional luggage actions and processes from the PAX's journey, an average of 32 minutes can be saved.

Furthermore, it was found that a third of all PAX experience negative emotions such as anxiety and anger whilst at the check-in luggage reclaim carousel.

### What is the solution?

Door-to-door luggage services offer the solution to eliminate traditional luggage processes from the customer journey of the PAX.

Within this service check-in luggage is collected from home by a logistics partner, who will transport it to the final destination via road transport. Similar to sending a parcel.

### Who is the supplier?

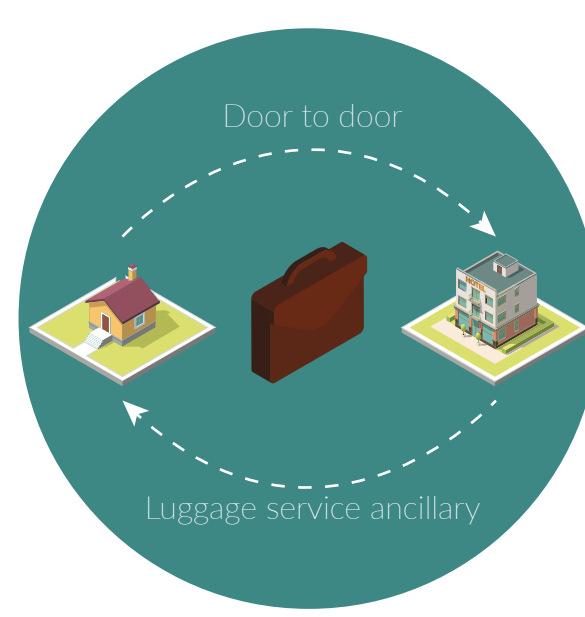
Stakeholders within the aviation industry have indicated they are not interested in offering such an ancillary service as it is not yet in their best interest.

Research has shown that larger tour operators possess the required resources, and would benefit from offering such a luggage ancillary service to its customers.

### Who is the customer?

Parents traveling with young children have been set as the target customer segment. This segment experiences high levels of stress due to check-in luggage and predominantly travel within Europe.

Furthermore, they are an important customer segment of tour operators thereby creating a good match between buyer and supplier.



### The challenge of selling a new and more expensive luggage ancillary?

Research has shown that there is a general lack of awareness concerning the door-to-door luggage service concept.

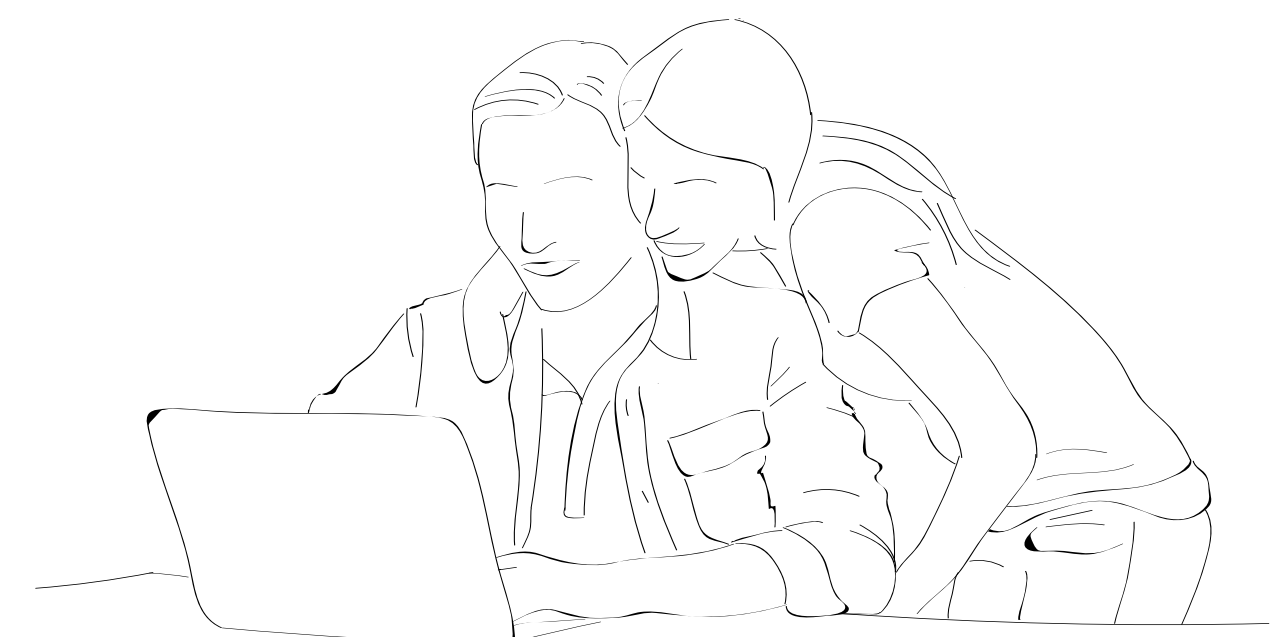
Furthermore, it was found that the adoption of services is dependent on certain risk and acceptance such as level of compatibility, trialability of the service, relative advantage, financial risk and functional risk.

Additionally, research on ancillary strategies identified that more expensive ancillaries can be seen as extravagant and too expensive far from the use state.

Therefore, the back-home service and referral strategy has been developed. PAX who are eligible will be approached by means of a push-notification with the ability to send their luggage back for free.

By doing so the PAX can experience a trial of the service first. This initial experience is used as a priming tool to help sell more D2D luggage ancillaries for the next holiday.

To create more awareness on the service concept, a referral strategy has been implemented through which rewards both the sender and the receiver. Ultimately resulting in a social ripple effect.



## 1. Priming

Shortly after the PAX has experienced negative emotions due to check-in luggage, the PAX is approached with the free back-home delivery service offer.

## 2. Experience

On the return journey, the PAX can leave their C.I. luggage behind at the front desk of the hotel. The luggage will be delivered at home 2 days later.

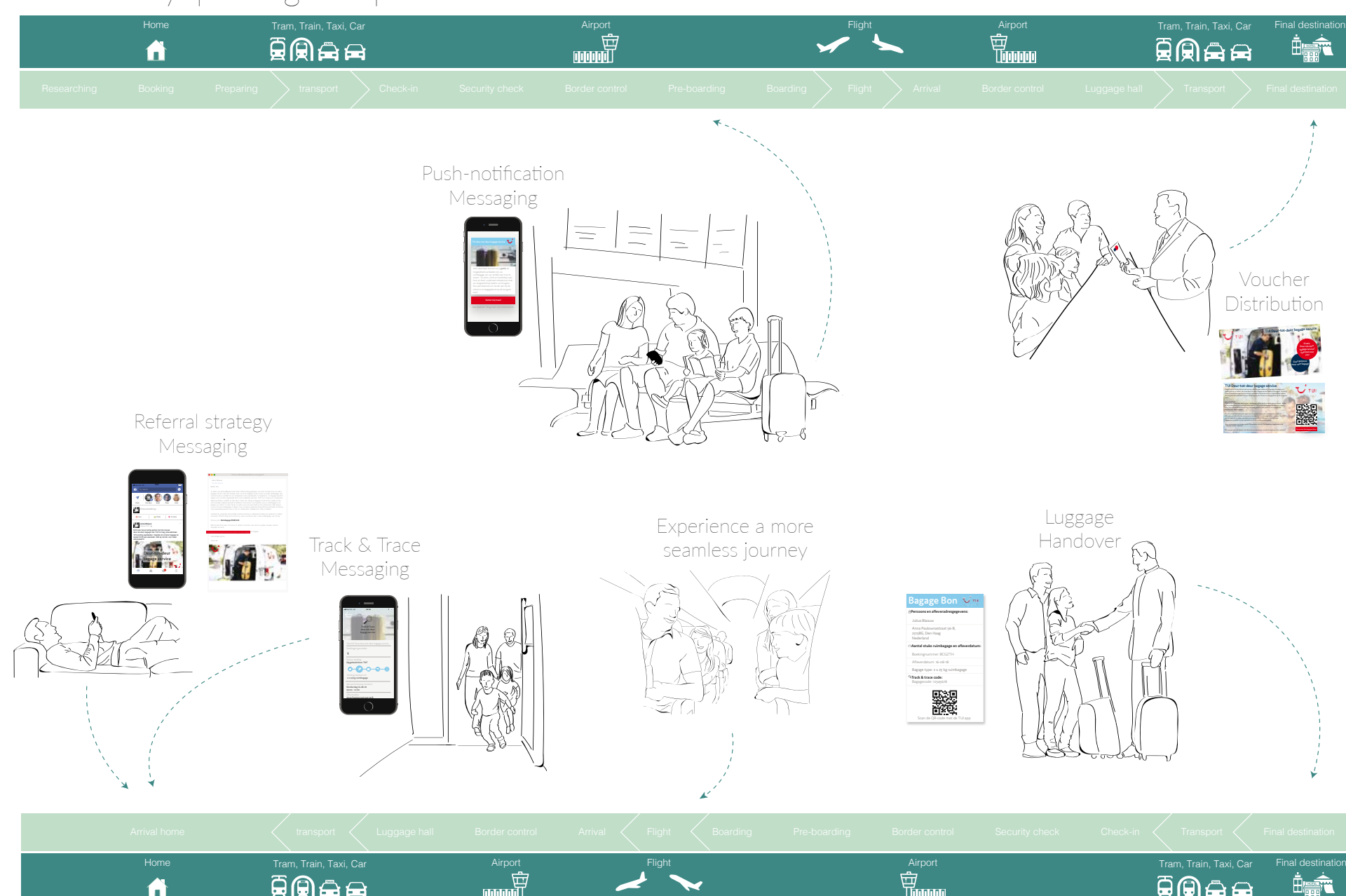
## 3. Triggering

During the next booking the PAX is reminded of the full D2D luggage service ancillary through a combination of the adjusted booking flow and the referral strategy.

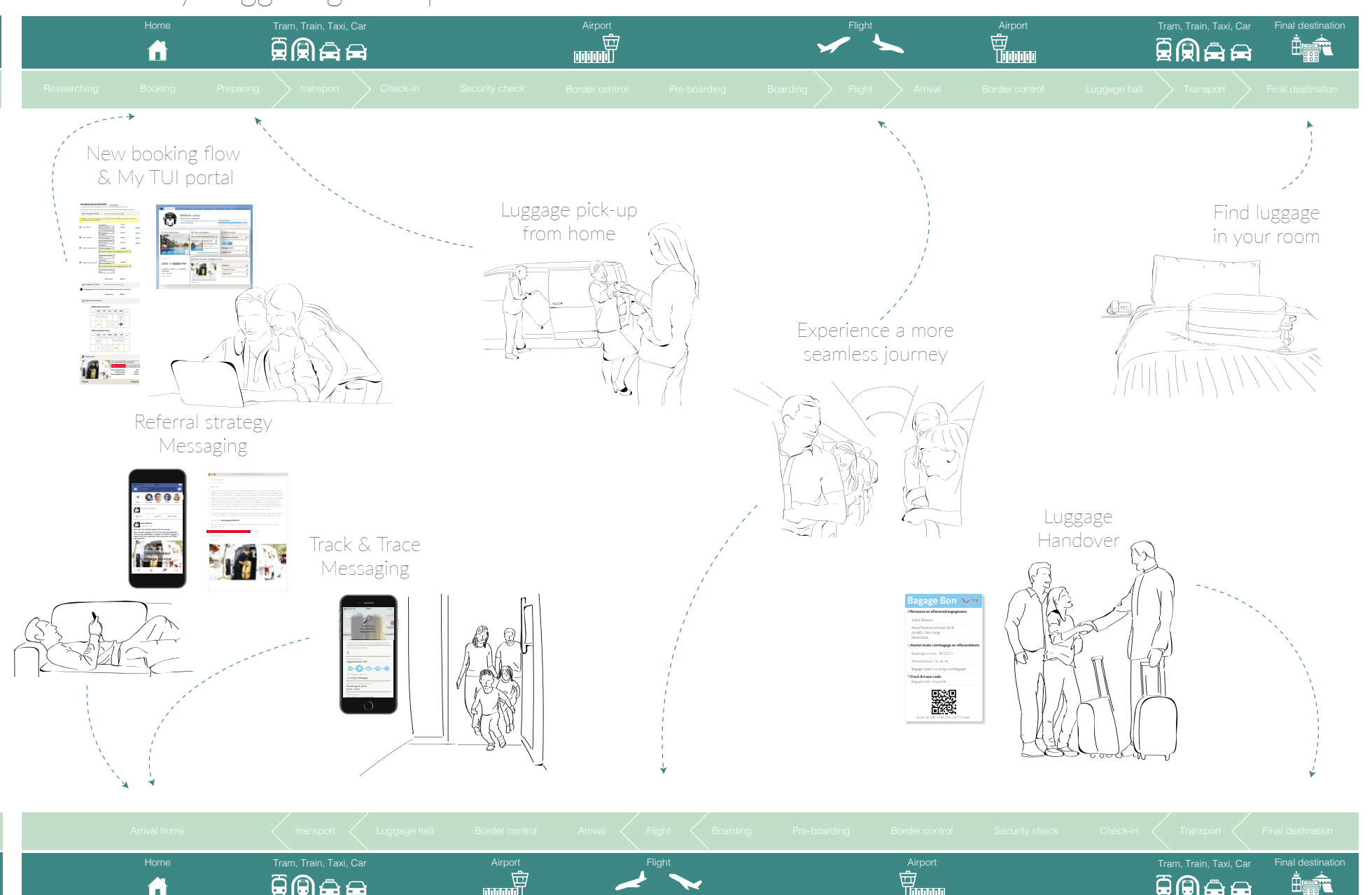
## 4. Acquisition

Based on the positive back-home service experience and the timely trigger, the PAX decided to purchase the full D2D luggage service ancillary for their next trip.

### 1st Holiday: priming & experience



### 2nd Holiday: triggering & acquisition



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Seamless luggage experience:  
From a hospitality sector perspective  
25 April 2018  
Strategic Product Design

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