



**RIOGALEÃO**

**Accenture** **Interactive**  
Part of Accenture Digital

**RIO'S AIRPORT DISPLAYS  
A SUPERIOR CUSTOMER  
EXPERIENCE ON THE WORLD'S STAGE**

**THE CHALLENGE**

**CHECK-IN TO A NEW ERA OF TRAVEL**

As one of the main airports in Brazil, RIOgaleão was already managing the travel needs of thousands of passengers flying in and out of Rio de Janeiro every day. As the 2016 Olympics approached, the airport knew an extra half million sports fans would be flocking to the city. So providing a smooth, differentiated travel experience for these passengers, and those that would come well-after the Olympics, was crucial. They wanted to create a smart, integrated way to engage travelers and explore new business opportunities that could lead to additional revenue. Plus, they wanted to leverage digital technologies that would allow passengers to connect and interact with the airport in a rich, personalized way. And they wanted to achieve it at record pace: this solution needed to be ready in just five months.

**HOW WE HELPED**

**1:1 INTERACTION FROM ARRIVAL TO TAKE OFF**

It was clear this called for a comprehensive digital solution that could be tailored to each travelers' needs. To start, we created a high-level roadmap with RIOgaleão to use as a guide throughout the digital transformation. Then, using our Connected Travel Platform, we built the foundation for an integrated, open solution that would interact with passengers from the moment they arrived. Integrating physical spaces, equipment, technology systems and mobile devices, this platform enables RIOgaleão to deliver consistent, contextualized digital experiences in real time. And lastly, a new mobile app gave travelers up-to-the-minute information on flight status, travel alerts, and exclusive offers – not to mention 60 minutes of free internet access. Using a network of 3,000 geo-positioning beacons, the app can guide passengers around the airport with remarkable accuracy – from where to check in to the nearest food stand. It even lets them pay for airport parking with the touch of a finger.

**THE RESULTS**

**A GOLD-MEDAL FOR CUSTOMER  
SATISFACTION AND INNOVATION**

RIOgaleão is showing how to form deeper relationships between travelers and airports in today's digital world. Using the latest IoT technology and their new interactive digital channel, the airport is now more connected to travelers than ever, with location services, flight information, and more all available on their mobile devices. And the airport is also reaping benefits with new partnerships and revenue streams. What's more, the flexible solution lets the airport quickly and easily launch new services, like parking reservations and app payments. That's opening up new opportunities to win with passengers long after the Olympics so they'll never give anything less than a gold-medal performance.

**TO LEARN MORE VISIT [www.accenture.com/interactive](http://www.accenture.com/interactive)**

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