

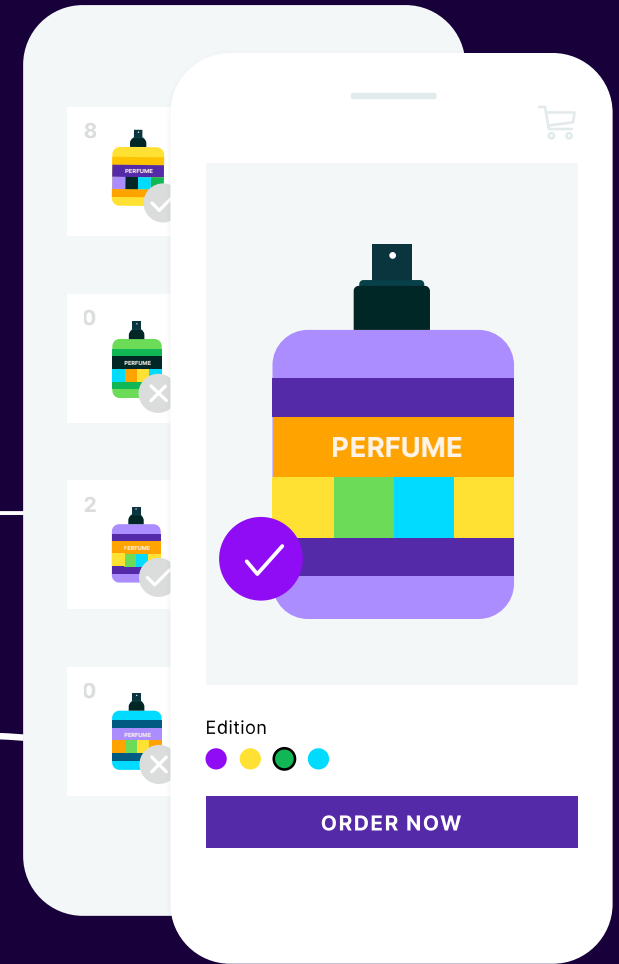
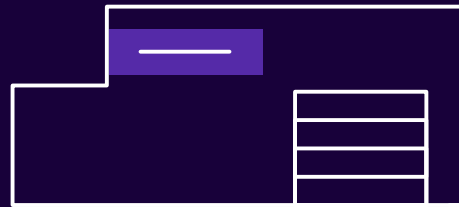
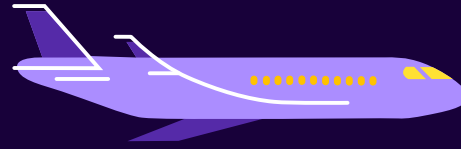
Airport Shopping: Top 9 Challenges of Managing Online Order Fulfillment



Airport shopping is big business. Millions of passengers pass through airports all over the world every day.

And a single airport can have hundreds of stores spread across multiple terminals. What's more, the same brand may have multiple stores in a single airport—one in each terminal.

This provides many options for the in-person shopper, but it creates some unique challenges for airport shopping online. Especially if the



airport wants to provide customers with a unified, cross-brand shopping experience across all their tenants. Let's explore those challenges.

01. Getting accurate inventory data from tenants

Individual Store Stock

An airport is like a marketplace. Each store is independently managed, and tenants have their own back-end systems (or sometimes no system at all). This means the first challenge is to get accurate inventory data from all stores. To do this, all stores should use one channel—for example, a marketplace platform. That way each store can

manage its own inventory, either through integration or an online portal. This data can then feed into an Order Management System so you have a single view of inventory across all stores.

02. Providing a cross-brand shopping experience

Shoppers are getting more discerning. They expect more from their travel experience—and that means their expectations are high when it comes to airport shopping. Convenience is key. So, you need to provide a way for them to shop all stores easily.

Aggregate Stock Availability

Once you have a single view of aggregated inventory data, the next challenge is to manage availability. This is where your Order Management System comes in. It takes the raw inventory and applies your sourcing logic



(buffers / safety stock, exclusions, etc.) and factors in any soft allocations for orders in process, to calculate the Available to Promise (ATP) inventory and present it to the customer.

Cross-Brand Shopping

Part of the fun of airport shopping is the myriad stores to choose from. So make sure you give customers the same experience online. Let them shop all the stores across all your terminals. The added bonus? They get to shop stores that aren't in their departure or arrival terminal. This cross-brand shopping experience can elevate your airport above the rest.

03. Managing pre-orders

Travelers buy their airfare in advance. Why not let them shop stores a few weeks ahead of

time too—as soon as your flight schedule is released? If they can shop all your tenant stores well ahead of their departure or arrival it makes for an exceptional customer experience. The challenge is managing those orders. Do you have stores set aside inventory as soon as an order comes in? Or do you process the order and stage it at a pickup location? That's where a robust Order Management System can really help.

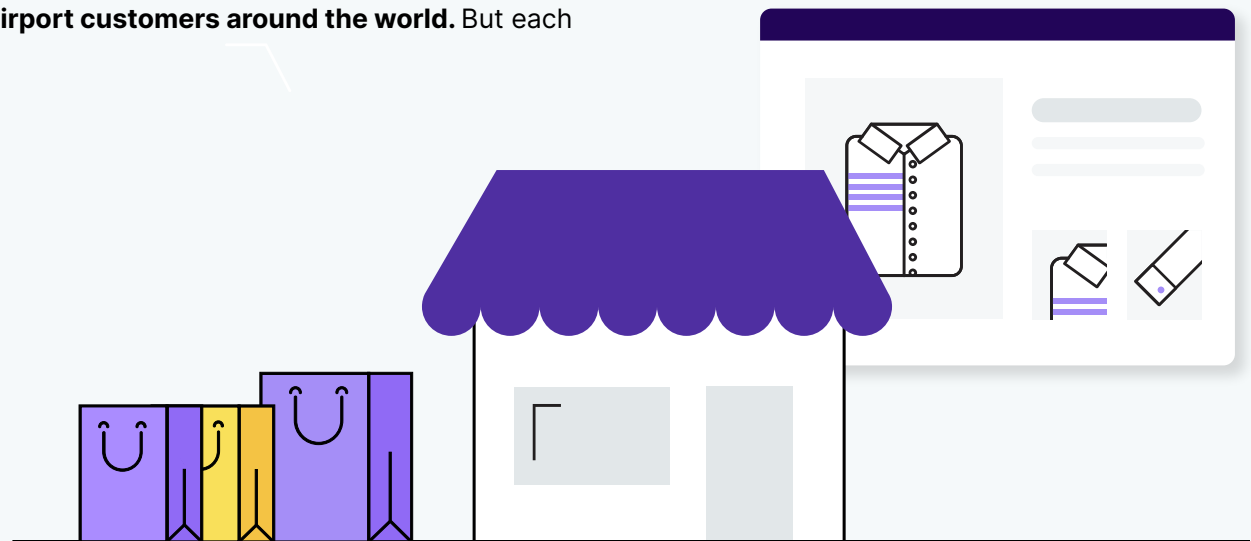
04. Enforcing limits for restricted items during checkout

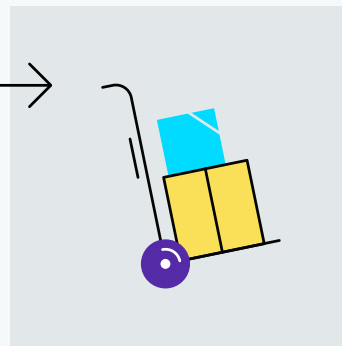
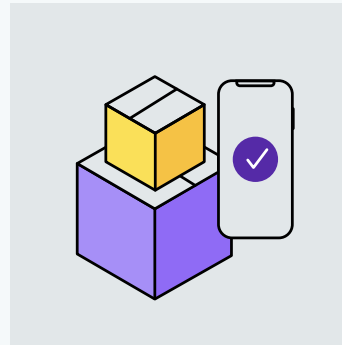
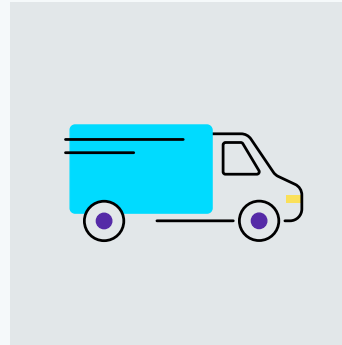
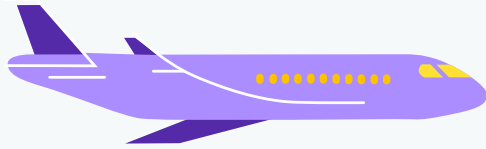
Duty-free purchases are a big draw for many airport customers around the world. But each

country has different limits on restricted items like alcohol, tobacco and perfume. And some, like the United States, prohibit the sale of tobacco online altogether. So you'll need the ability to control those limits for duty free sales based on the rules in your location. But airport shopping has an additional nuance.

Tying the Limit to a Reservation

When a family travels together, they may wish to make a single purchase of duty-free items using the combined allowance of all passengers. This





means tying the purchase not to an individual ticket holder, but to the reservation.

05. Managing tax during checkout

Depending on where a passenger is traveling to or from, not all purchases will be duty-free.

Some will need tax applied. So it's important you have a system that can manage taxes at both the order and the line item level.

06. Offering customers more delivery and pickup choices

When customers shop traditional retail stores online they have lots of fulfillment options.

Airports can do the same. Travelers may want to collect their order on the way to their flight, leaving the airport, or even have it delivered to their home.

But when you let customers choose how they collect their order it can add a layer of complexity

to the fulfillment process. So it's important your Order Management System is flexible enough to handle it.

07. Managing order sourcing and splitting

With hundreds of stores across several terminals—and with some brands having multiple stores in one airport—airports need to have a

system that can ensure they source each item from the best location.

What if an item—say, perfume—is available in the brand store as well as a Duty-Free store? Fulfillment logic needs to be able to prioritize one location or the other based on specific parameters, such as proximity to the pickup location or customer's terminal. Or what if there are two items from the same brand—but they are in two different stores located in two different terminals? What's more, a single order may need to be split so it can be fulfilled from multiple stores.

08. Managing Pick and Pack and Order Consolidation

Pick and Pack Efficiency

Stores weren't designed to fulfill online orders, and staff are focused on sales and customer service. So when airport stores need their staff to pick and pack orders, reducing the amount of time and friction within the process is key. If you can optimize the in-store pick and pack



UX to solve staff challenges it will help increase efficiency and keep stores—and staff—happy.

Coordinate Order Consolidation and Delivery or Pickup

Once an order has been picked by store staff, you'll need to manage getting those items from the stores to a central pickup location in the appropriate terminal. Typically, many orders will be collected from the stores at the same time. They then have to be sorted and consolidated. That means you'll need a storage area that can accommodate both orders that are still in process, and those that are ready for pickup or delivery. But the benefit to customers is huge.

It lets them shop all your stores, not just those in their nearest terminal. So you'll not only save them time and hassle—imagine someone running between terminals trying to collect their orders—but offer a better experience to your customers.

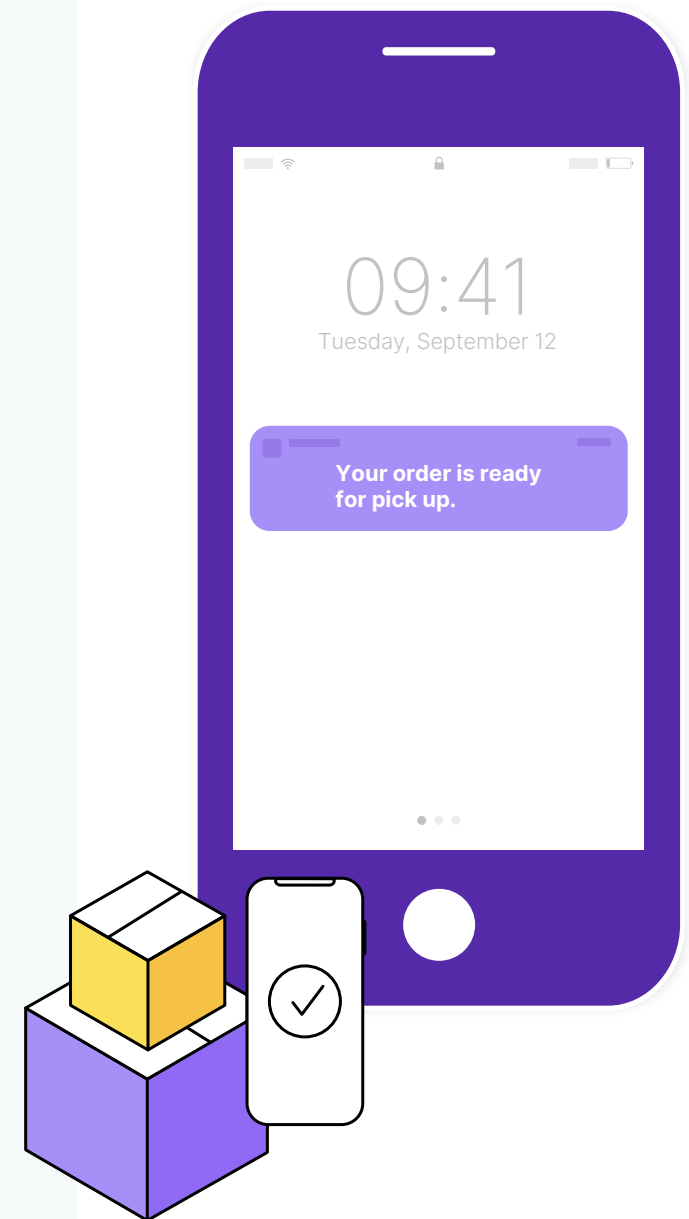
Offering this service means that agile systems must be in place to do the work—alerting staff that orders are ready to be picked up, bringing

orders to a central collection location within the appropriate terminal, and ultimately alerting the customer that the order is ready. Or in the case of restricted items like tobacco and alcohol, routing them directly to the specific boarding gate.

09. Flight schedule changes

Reorchestration of Orders

Flight schedules change constantly. But customers still want their order—and in the easiest manner possible. When there is a change in flight schedule that results in a flight coming into a different terminal, you need to be able to quickly pivot. Utilizing a fluid Order Management System that can automatically trigger a transfer of orders to a new terminal pickup location—and notifies the customer about the update—makes for delighted customers.



Benefits to Airports

By utilizing a flexible Order Management System that can support the many nuances, changes and challenges that come when handling hundreds of stores, an airport can provide a better shopping experience to their millions of customers.

Better Experiences = More Loyalty

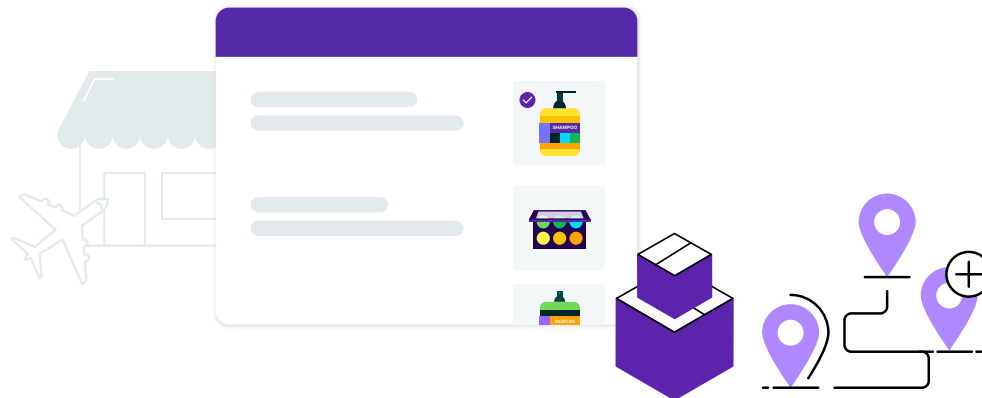
Airports are not exempt from competition. Customers have options when choosing what airport to fly in or out of. People living in and near New York City have no less than three major international airports to choose from. And travelers can choose which city they fly through. So how can you ensure your airport is preferred? While not everything is in an airport's control, offering an easy, seamless shopping experience is sure to catch consumers' attention.

Expand the Customer Base

Millions of people can pass through an airport every day. But what about those that are not traveling, or may only travel infrequently but are looking for a product in one of the stores? By adding the ability to sell to non-travelers and deliver goods to their homes, airports can increase sales while expanding their customer base.

Increase Overall Sales

As tenant sales increase, this not only makes for happier tenants, but if an airport has employed a revenue-sharing model, you will benefit twofold.



Benefits to Customers

Success rests on customers. Make sure your airport is offering customers a best-in-class experience when it comes to shopping and collecting their orders.

More Shopping Choices

Customers like variety. So when you allow customers to order goods from any store in any terminal—even if it is different from the terminal in which they are arriving or departing—it is a win-win.

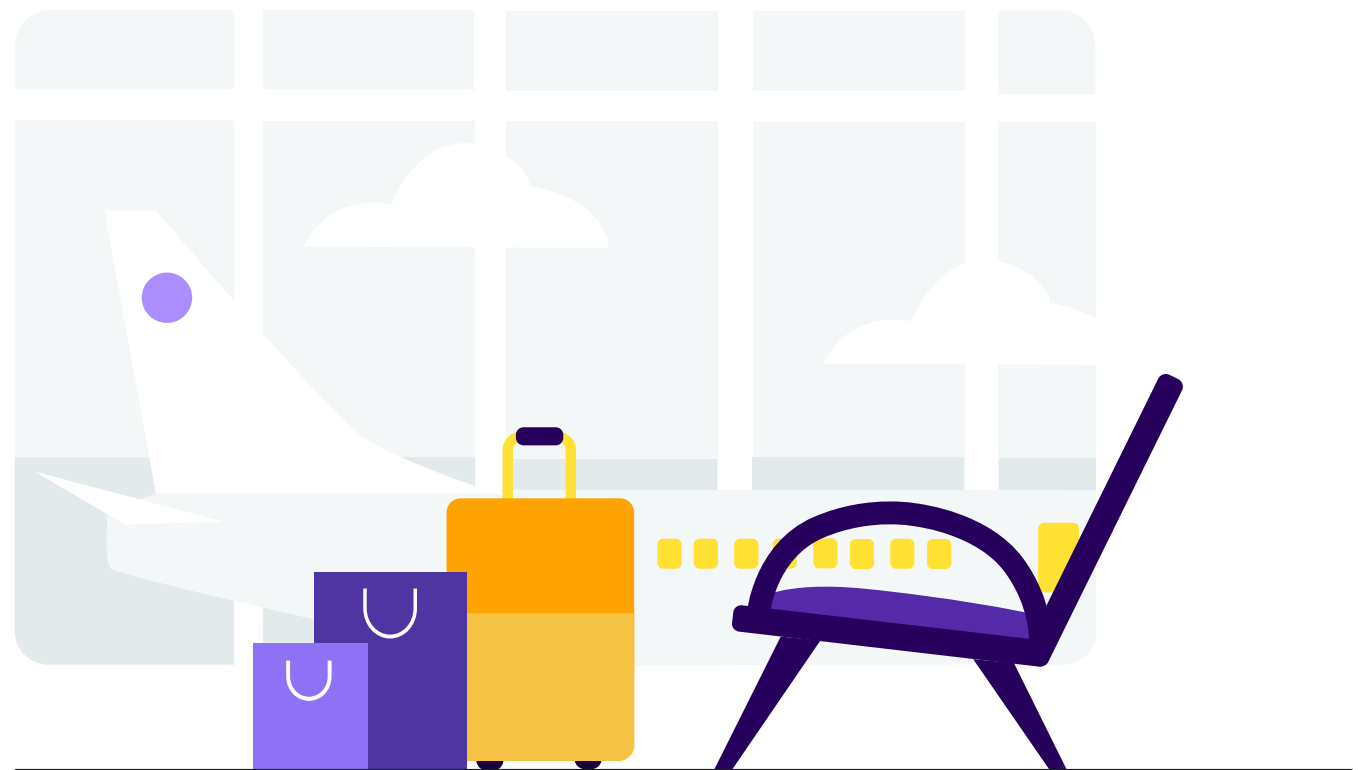
Convenience

Ever had to run to a flight? Time-pressed travelers will appreciate not having to walk from store to store or even between terminals. Instead, you can provide easy pickup at a central collection center to collect their purchases. What's more, they'll have the convenience of being able to collect their order on the way to the airport, when leaving the airport, or have it delivered to their home.

Summary

How can airports tackle these challenges head-on and provide a better experience for both customers and tenants alike? It all starts with an Order Management System (OMS) that can handle the complex needs of airport stores and its customers. An OMS that is not only flexible but can handle your specific needs at every step—from order consolidation, pickup options, triggering customer notifications and more—is key to success.

Fluent Order Management is a distributed order management system that can be fully tailored to an airport's unique needs. It allows for a cross-brand shopping experience, optimized order sourcing, consolidation and delivery options, and every scenario in-between.



Create profitable order management experiences for customers and tenants

See it in Action!

To learn more about how Fluent Order Management can support your airport's online shopping experience, schedule a demo today.

[Get a Demo](#)

fluentcommerce.com

fluentcommerce
order management. accelerated.

