

Torino Airport App and new e-commerce platform
An increasingly digital airport to improve the passenger experience

The new free App is now available
with exclusive offers and discounts on all products
Facebook with the customer care service and Instagram
new social communication channels

Caselle Torinese, July 15th 2019 – The **new App Torino Airport** is now available for free on Google Play and Apple Store, as well as the **renewed Turin Airport e-commerce** portal is now online.

Another step towards the **digital transformation**, which aims to improve the passenger journey, **making the travelers' relationship with the airport easier, more personalized and more interactive**. There are many features of the App, available in Italian and English, both for iOS and Android.

The new App allows customers to **live a totally paperless travel experience**, giving the possibility to buy and store on the personal profile the digital tickets of Torino Airport services: **parking, Fast track, Piemonte Lounge, all available on the App with great discounts** (from 10% up to 50%).

Thanks to the **real time tracking service of the flight**, the App constantly updates through notifications, the status of the flight, up to the time of boarding. With real-time information on their smartphone, passengers can manage their stay at the airport without any anxiety and take advantage of the many coupons and offers for purchases in shops and restaurants.

The passenger also has at his disposal three highly innovative functions:

- **"From home to the gate"** estimates the time to get from home to the boarding gate, including waiting times at security checks thanks to an intelligent monitoring and queue management system;
- With the **"Order & Pick up"** function it is possible to **shop via App and withdraw the products in the special locker located in the Baggage reclaim area when landing at the Airport**. An excellent solution to solve dinner or breakfast on the way back from a business trip or vacation, or to enjoy a special beer or a Piedmontese wine even late in the evening;
- Through the **"Shop & Collect"** function, the App allows the passenger to go **shopping in the Boarding Room before leaving, travel light and collect their purchases, via QR**



code, once they return to Turin, always in the lockers located in the baggage claim area;

The partners of these innovative services are **Borbonese, Camicissima, K-Way, Max Mara Weekend, Robe di Kappa, Superga, +39, Baladin, Crai Supermarkets, I'Amme, Rossorubino**, and others will be added shortly.

Thanks to the joint work in co-design sessions, and listening through interviews to the needs of passengers and those who work to satisfy their requests every day, these ideas were born, they were prototyped and today they become services available to all.

Torino Airport focuses on listening to passengers also thanks to the **official Facebook profile @AeroportoDiTorino** with the **new social customer care service** active from Monday to Friday from 9am to 6pm: an additional channel to request information, send reports and suggestions, which joins the telephone service active 7/7 from 5 am to 11 pm (+39011.5676361-362).

Latest news, the **Instagram profile @Torino Airport**, to bring the airport closer and closer to its reference community and the many fans of the airport's activities.

It is also thanks to these channels and suggestions that passengers are willing to send that it will be possible to continue to innovate and develop reception and caring activities, both physical and digital.

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