

Fraport receives top online shopping award

Fraport AG has been awarded the 'Imagine Excellence Award' for its new online shopping platform at one of the largest e-commerce conventions in the US.



Fraport received the award in the category 'Best Omnichannel Experience' together with AOE, the service provider responsible for the technical implementation of Fraport's online shopping platform.

The 'Imagine' convention in Las Vegas was hosted by Magento Commerce, a leading provider of what are known as open omnichannel innovations in the e-commerce industry.

The e-commerce activities launched by Fraport AG last December are based on a Magento platform, which is essentially an online shopping portal for airport shopping at Frankfurt Airport (FRA) that also provides additional services and travel information.



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Fraport won particularly high praise from the jury for the comprehensive approach with which the platform combines information, wayfinding, service and shopping while incorporating Fraport's different communication and sales channels such as the web store or app, along with traditional in-store retail.

"The online shopping portal is easy to navigate for travellers, thus adding to an overall positive customer experience," says Fraport.

Steve Yankovich, Chief Product Officer at Magneto Commerce, explained: Since digitalization gives customers more power, sales activities have to be adapted to the new customer requirements.

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At the conference in Las Vegas, this video was shown to demonstrate Fraport's new offering:

"Fraport has adopted a pioneering approach in making its own sales channels available together with those of its partner companies. For the many thousands of passengers who use Frankfurt Airport every day, it is now even easier to explore the attractive shopping possibilities.

Kai Schmidhuber, Head of Multichannel at Fraport, accepted the award in Las Vegas on behalf of his entire team: Airports have evolved into hot spots for high-quality retail products. The comprehensive use of all sales channels allows airport operators to increase the revenues of their retail concessionaires.

"Via turnover-based rental agreements, both the concessionaires and the airports themselves can jointly benefit from this system. We are making the products sold in the airport shops available online and give our customers the option to either collect their purchases in the respective shop, have them delivered to the departure gate, or even have them sent to their home address.

Fraport launched a comprehensive digitalization campaign last December. Customers can view the entire product range of the participating airport shops on a new online shopping platform and reserve their products.

At the airport, the chosen goods can be viewed up close in the shops, where customers can also take advantage of individual advice. In the current initial phase, the products ordered online can only be collected at the relevant airport shop. The next step will be to introduce an online payment system and delivery to the passengers departure gate or even to their home address.

With the newly launched 'Frankfurt Airport Rewards' scheme, passengers can enjoy benefits in return for purchases made on the online platform and in store. Participants can directly redeem their bonus points – even on the same day – in exchange for attractive benefits and rewards, ranging from coupons for further purchases to special services provided by Fraport or parking in the terminal car parks.