

Lagardère Travel Retail Switzerland and Inflyter unveil enhanced digital platform

Lagardère Travel Retail Switzerland and Inflyter have strengthened their partnership by releasing a comprehensive new version of the Inflyter digital duty free platform. The enhanced platform will improve travellers' duty free shopping experience by digitalising the end-to-end purchasing process.

The enhanced Inflyter platform now integrates in-app payment.

The updated Inflyter platform which now integrates in-app payment, will help optimise commercial revenue potential in this challenging environment.

Travellers flying in and out of Geneva Airport will be able to buy duty free items online before travelling and collect their shopping on arrival at the airport.

Boasting a new design and improved functionality, the platform includes in-app payments in order to deliver a faster and more convenient shopping experience. These improvements make the purchasing process fully digital, supporting a safer journey through the airport and the return of travellers' trust and confidence.

The partnership between Lagardère Travel Retail Switzerland started in 2019 with the implementation of the first Inflyter platform. This offered click and collect services with in-store payment and collection.

CLOSE COLLABORATION

Lagardère Travel Retail Switzerland worked in close collaboration with Inflyter and Geneva Airport ahead of the launch of the new Inflyter platform.

The partnership between Lagardère Travel Retail Switzerland started in 2019 with the implementation of the first Inflyter platform.

On its official launch earlier this month, a significant communication campaign was introduced to promote the Inflyter service at all strategic touch-points of the airport passenger journey. Customers could pick-up their orders from an exclusive and priority Inflyter collection point at the Aelia Duty Free store.

The improved Inflyter platform strengthens Lagardère Travel Retail's desire to create new digital sales channels and secure revenue from passengers who may not usually buy, have less time at the airport, or prefer to shop online on their way to the airport or before leaving home.

Average basket value has already increased since the programme was introduced and is now higher than in-store.

Pascal Le Droff, CEO at Lagardère Travel Retail Switzerland said: "Even before the pandemic, we had been actively exploring how we could improve the digital experience we offer to our duty free shoppers, secure new revenue sources and serve new customers.

"Despite very challenging conditions, our partnership with Inflyter demonstrates how digital offerings can complement our existing airport operations. We are excited about its future potential."

A significant communication campaign was introduced to promote the launch of the new version of the Inflyter service earlier this month.

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Wassim Saadé, Founder and CEO of Inflyter added: "It's great to have additional validation of the demand for mobile and digital duty free shopping experiences by passengers. We are pleased that the Inflyter proposition can support Lagardère Travel Retail Switzerland, retailers and airports in their desire to recover and maximise revenues from those passengers that are travelling and also contribute to offering a convenient and safer shopping experience."

Pierre Germain, Commercial Director at Geneva Airport said the airport was proud to be part of this digital and transformational initiative with Lagardère Travel Retail Switzerland and Inflyter. He remarked: "It empowers our passengers by giving them the choice over how they want to shop duty free and sets new service standards for the shopping experience."

"Just as important is that it supports our retail partners in exploring new sales channels and revenue opportunities; something that is critical for our industry right now."

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