Singapore Airlines AppChallenge 2019

Challenge statement Infobrief - Travel Ecosystem: KrisShop

How might we bridge the physical and digital elements at various customer touchpoints so as to increase our presence in the O2O (online to offline/offline to online) space?

Opportunity Areas

- o **To engage customers at various travel touchpoints (Hotel rooms, Lounge, Check-in Counter, etc.) and recommend suitable KrisShop products/services**

- o **To understand customer interactions at offline points, so that relevant products are recommended at the time when the intention to shop is present**

Detailed information

1. Background

> *KrisShop's vision is to become a premium omni-channel retailer and our primary target is travellers, which KrisShop can engage via both digital and physical touch points throughout their entire travel journey.*
>
> *KrisShop is looking into developing opportunities to engage travellers through relevant and meaningful online to offline, offline to online engagement to drive sales conversion (O2O) throughout the travel journey.*
>
> *O2O engagements vary from "public space" such as airport check-in where dwelling time is limited, to "semi-private" space such as airline lounges where dwelling time is longer to "private space" in a hotel room (through our hotel partners) where dwelling time is significantly longer.*

2. Business Impact

Increase the current offline touchpoints to raise awareness and create new channels for revenue generation for KrisShop in the e-commerce retail space.

3. Current processes, pain points, constraints, and opportunity pockets

- *Currently, our O2O activations are done through the following platforms:*
    - *Editorials in inflight catalogues to highlight products that are carried on the KrisShop eCommerce portal.*
    - *Static product displays at airport/SilverKris Lounges*
    - *Occasional marketing campaigns at SilverKris Lounges*

- *The key constraints for O2O activations are:*
    - *Commercial restriction on direct retailing activities at lounge premise (no fulfillment and no offline selling)*
    - *Retailing can be perceived as intrusion to customers' privacy at SilverKris Lounges and Hotels.*
    - *Airline and hotel employees at offline touchpoints are occupied with servicing processes*

- *Types of environment to consider for O2O Opportunities:*
    - *Public spaces. For example, check-in area is a public space with short dwelling time, with physical space constraints.*
    - *Semi-Private spaces. For example, lounge is semi-private space with medium dwelling time, lesser physical space constraints.*
    - *Private Spaces. Hotel room is private space with long dwelling time.*

- *KrisShop will be the user of this O2O solution. Interesting O2O concepts could involve QR codes, Augmented Reality and more.*

    KrisShop website: KrisShop.com