

# A unified airport services solution improved reliability, and customer experiences

Standout Case Study

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Travel and Logistics

India

 ISG®



## Opportunity

Adani Digital Labs manages Adani Group's transportation and utility portfolio. They needed to digitize their services at their seven airports in order to keep up with the growing business and fast-changing customer needs.

They needed to improve their ability to cross- and up-sell the retail services available at their airports, and provide a seamless experience to travelers.

They partnered with BORN XDS, a Tech Mahindra company, on the strengths of their domain knowledge and ability to manage ecosystems. BORN XDS proactively proposed a solution, and helped develop and achieve the client's objectives.

## Imagining IT Differently

BORN XDS, developed a solution that streamlined and united the airport experience for travelers. Their work was centered around a unified retail services platform called Adani One and included:

- An end-to-end marketplace solution enabling transactions between vendors and customers via web and mobile apps.
- A new cataloging and payments solution to streamline workflows.
- Carrying out a complex integration and onboarding process for over 2,500 outlets.

The client reported the solution exceeded their expectations across all metrics.

## Future Made Possible

The marketplace solution created a seamless, omnichannel experience for travelers at Adani Group's seven airports.

The unified system has created an improved experience for both customers and vendors. It has also improved the reliability of the airports' retail infrastructure.

According to ISG, this case study demonstrates how a provider's active role in proposing and helping to create a solution can deliver significant impact to an industry.

