



Dubai Airports Improves Customer Experience with Mobile Wayfinding Software from NCR

February 6, 2017 at 8:00 AM EST

Passengers can now easily navigate Dubai Airports using their mobile devices

DULUTH, Ga.--(BUSINESS WIRE)--Feb. 6, 2017-- Dubai Airports has embraced omni-channel technology solutions from NCR Corporation (NYSE: NCR) to further improve the customer journey through Dubai International and Dubai World Central airports (DXB) by extending its NCR Wayfinding software, available today on kiosks, to mobile phones, tablets and personal computers.

With more than 80 million passengers passing through DXB in 2016 and a footprint of over 2.1 million square metres (22.6 million square feet), ensuring that everyone easily finds their gate, preferred restaurant or duty free shopping is key to the customer experience. Dubai Airports already provided navigation capabilities on kiosks with the NCR Wayfinding solution to passengers, however, to meet the growth of omni-channel and changing customer demands Dubai Airports decided to extend this solution to passengers' own devices.

Dubai Airports chose to roll out the solution using HTML 5, so that NCR Wayfinding could be accessed regardless of the type of device the passenger was using. This also helped to minimize investments made by Dubai Airports as they didn't have to develop or maintain multiple apps.

NCR's platform allows Dubai Airports to maintain navigational information very easily. With one single content management system for all the airport's venues, Dubai Airport's marketing team only has to update a single system for changes to be implemented across both kiosk and mobile/web Wayfinding functions.

"Passengers are used to being able to access everything via their smartphone and tablet and were looking for us to provide access to our interactive map system via their own devices," says Matt Horobin, Head of Digital Media at Dubai Airports. "NCR was able to help us to leverage the same software running on our kiosks and extend it to mobile devices, so we were able to guarantee consistency of customer experience across the different channels.

"The big advantage for us lies in the flexibility of HTML 5 and therefore the ability to integrate into all of our platforms across our total ecosystem, giving our passengers a consistent experience and ourselves an efficient solution to manage. In a large and complex environment like Dubai International and Dubai World Central airports, that's a significant step," adds Horobin.

Dubai Airports has also integrated the new map solution into staff tablets so the solution can also be used to assist passengers on their journey through the airport, supporting the company's commitment to customer engagement.

"Omni-channel is a huge opportunity for airports and other travel venues to really deliver a highly intuitive consumer engagement program which is seamlessly integrated across all channels, meaning however a customer chooses to interact with your venue they receive the same look, feel and standard of service," adds Nick Wagnitz, account director for travel and entertainment at NCR.

To find out more about NCR's Travel and Entertainment solutions, visit www.ncr.com.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a leader in omni-channel solutions, turning everyday interactions with businesses into exceptional experiences. With its software, hardware and portfolio of services, NCR enables more than 550 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

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NCR encourages investors to visit its website, which is updated regularly with financial and other important information about NCR.

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