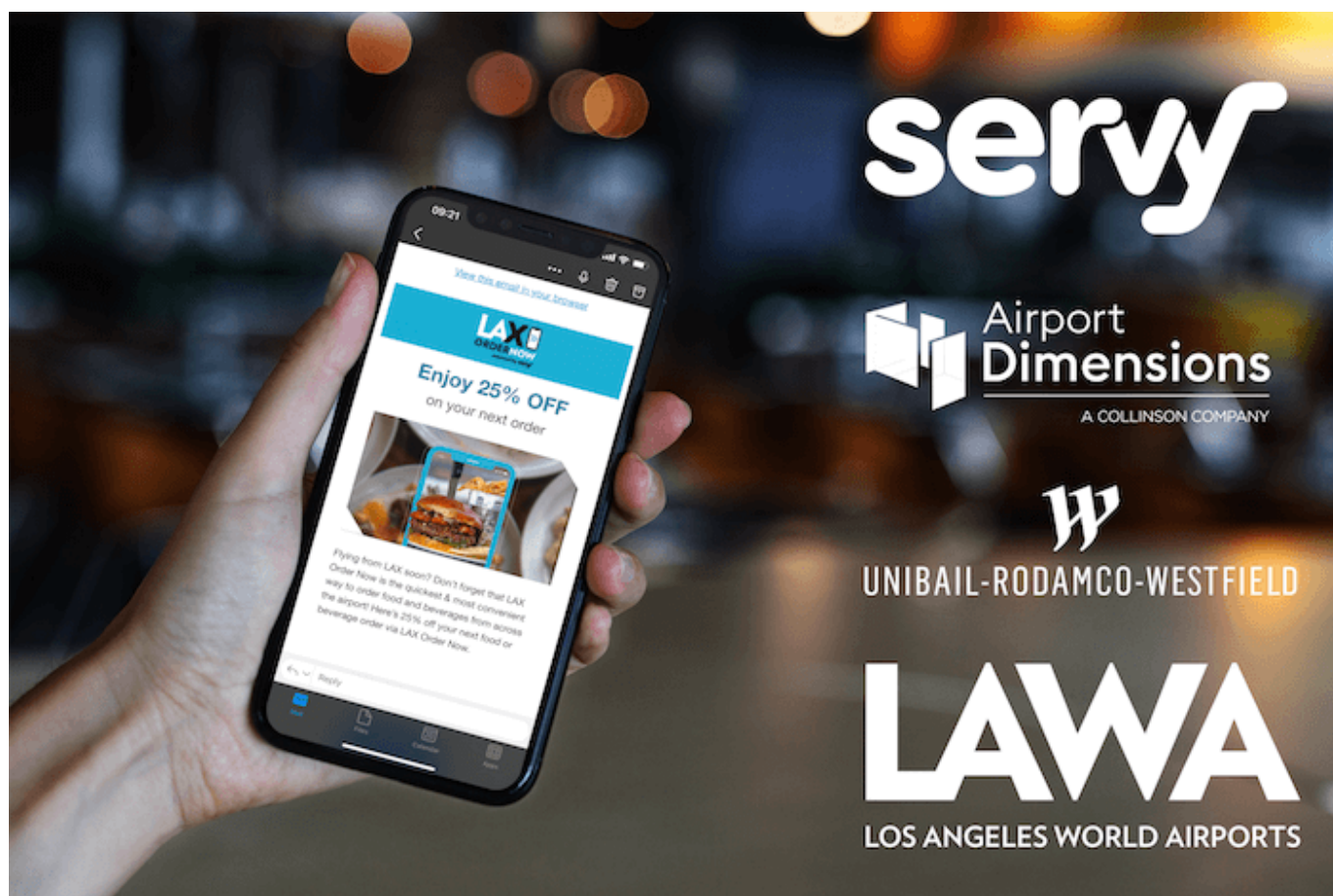


Servy and Airport Dimensions bring Connecta Revenue Growth Platform to LAX



[Servy](#) and [Airport Dimensions](#) announced the launch of the revenue growth and customer engagement platform, Connecta, in partnership with [Unibail-Rodamco-Westfield](#) (URW) Airports and [Los Angeles World Airports](#) (LAWA) at Los Angeles International Airport ([LAX](#)). The platform will be used to track and analyze behaviors and engage consumers, an October 31 press release said. Connecta uses real-time loyalty and marketing incentives to drive incremental revenue to airports and concession partners.

The LAX Order Now Digital Marketplace is powered by Servy and has been operating in the airport since 2020. It allows airport employees and travellers to view, order and pay for food and beverages at retail outlets in the airport, bypassing the line with express pick up.

The Connecta platform brings together airport food & beverage, retail and services, including Servy, all in place, enhancing the traveller experience and providing better insight into passenger behaviour.

The press release said that Connecta's revenue growth platform redefines the airport commercial landscape, by boosting passenger spending on various services during the journey and increasing airport revenue. Simultaneously, Connecta offers a seamless experience to passengers, concessionaires and employees.

“Through this expansion to our LAX Order Now program, Servy is continuing to push the capabilities of airport digital commerce, bringing various platforms and partners together to drive a better, more personalized guest experience, while driving commercial results for our airport authority, developer,

and concessions partners,” said Jeff Livney, Chief Experience Officer at Servy. “In partnership with Airport Dimensions and URW Airports, we are excited to offer this next gen digital marketplace program first at LAX and believe in its potential to be adopted widely at other airports.”

The next generation LAX Order Now program is supported by Unibail-Rodamco-Westfield (URW) Airports, the press release stated. URW develops and manages the commercial program for Terminals 1, 2, 3 and 5 at LAX. It also manages the Tom Bradley International Terminal and the new Bradley West Gates, while overseeing marketing and promotion of the LAX Order Now partnership with Servy.

“Our customers are our first priority, and offering a seamless experience is paramount to everything we do,” said Dany Nasr, CEO of URW Airports. “We are invested in offering dynamic customer solutions across our Airports portfolio and it is only fitting that we begin at LAX with our broad reach of offerings across retail, services and food and beverage. This is a vital next step for our digital marketplace where we are pushing boundaries. We are excited for this rollout and what’s to come.”

Nancy Knipp, President Americas at Airport Dimensions, also commented: “We are excited to expand the Servy offering through Connecta at LAX. At Airport Dimensions, we are dedicated to finding new ways to meet the needs of travelers to make the airport experience more enjoyable and grow revenue for our partners. LAX is the perfect airport to expand this offering and we will continue to deliver innovative ways to bring together the physical and digital experience at the airport to meet traveler needs in our lounges and beyond.”

LAX is the first airport to introduce this type of technology, according to the press release.

“We are proud to be the first airport to introduce and utilize the technology behind the innovative Connecta platform as we expand the capabilities of our LAX Order Now program,” said Bea Hsu, Interim Chief Executive Officer, Los Angeles World Airports. “The digital marketplace we are building upon offers our guests a more personalized airport experience. In addition to passenger convenience, it also helps grow our concessions program, benefitting the small and minority-owned enterprises that are part of our airport’s diverse concessions program.”

The launch of Connecta at LAX demonstrates the growth of Airport Dimensions and marks the beginning of a new era in airport customer engagement. According to the press release, revenue growth, the passenger experience and personalization are all points of focus.