

Plaza Premium to manage PAX services at BLR

[Plaza Premium Group](#) (PPG) has been appointed by [Bangalore International Airport Limited \(BIAL\)](#) to manage Passenger Services at the Kempegowda International Airport, Bengaluru (KIAB/BLR Airport). This is in line with BIAL's vision to provide delightful travel experiences at BLR Airport.

The 10-year full-service management appointment covers the entire portfolio of BLR Airport's 22 services.

The 360-degree airport service delivery scope includes: Service Delivery, Control Center, Training Center, Customer Engagement, Marketing Communications, Sales and Distribution as well as Technology. The agreement covers a wide range of services, including Meet and Assist, Porter Services, Luggage Storage and Flower Booking, Persons with Reduced Mobility Services, Limo Services, Concierge Services, Valet Parking, Car Spa, Travel Concierge, Pet Care Service, Personal Shopper and Robotic Assistance. More services will be introduced to enable an end-to-end and globally connected passenger journey.

"We are optimistic that our timely partnership with Plaza Premium Group (PPG) will bolster our mission to transform passenger experience at BLR Airport. The Power of One concept will ensure optimal service and safety standards, along with seamless airport experience. This partnership is a positive step towards restoring passenger confidence in air travel," said Hari Marar, Managing Director and CEO, Bangalore International Airport Limited, in today's announcement.

Plaza Premium Group has teamed up with global IT services leader [Tata Consultancy Services](#) (TCS) to develop an end-to-end passenger services technology platform to connect the complexity of reservation, sales and marketing, customer engagement, back-of-house command and control, manpower management, training center and the entire operation information management. The newly developed PPG Passenger Services Technology Platform will be built based on the existing PPG operating platform with tailored architecture that suits BIAL's passengers' needs. The platform will include an Omni-channel Booking Engine which enables worldwide sales and distribution, a Customer Engagement Center with customer profiling and personalization capabilities, a Service Delivery Platform for dispatch and real-time incident management, and a Back Office System which powers HR, administration, asset and information management.

PPG is also partnered with one-stop customer engagement technology service provider oneDirect to ensure passenger interactions are managed through one-single platform via various touchpoints. Through the "Power of One" concept, Plaza Premium Group will coordinate the standards, data and insights, methodology and efforts, with consultation and input from BIAL's management and operation teams to further optimize and commercialize customer experience and achieve the vision for unmatched, memorable, world-class passenger journey.

"We are beyond grateful to be trusted by BIAL to jointly create world-class airport experience and very importantly, to serve millions of domestic and international travelers in the new era of travel. India is one of the fastest growing air travel markets with Bangalore as the key driving force. PPG is no stranger to the Indian travel market, and we see huge potential in the travel market, therefore we have strategized to invest over USD15 million and will deploy a workforce of over 800 staff over the 10 years, supported by our Hong Kong-based headquarter with the hope to grow with BIAL in the years to come. With a strong local alliance with TCS and oneDirect, we are confident that we will be

able to take BLR's passengers service to the next level with data-driven decision-making, advanced technology and very importantly, the PPG team's love and passion for quality customer service." said Song-Hoi-see, Founder and CEO of Plaza Premium Group.