

NORTH TERMINAL  
*Gatwick*

 Departures

CASE STUDY

# Gatwick Airport

**Practices:** Salesforce

**Technology:** Salesforce Commerce Cloud, Salesforce Service Cloud, Salesforce Marketing Cloud

**Services:** Transition to Astound, 24/7 Monitoring, Dedicated Development

**Buzz Words:** TTH, Travel, Take, Core

# Gatwick Airport

## Transformation for the Digital Future

Gatwick Airport Limited, owned by Global Infrastructure Partners (GIP), operates one of the UK's busiest international airports. Challenges included critical revenue reliance on eCommerce, technical instability, and a fragmented Salesforce landscape. Astound Digital was engaged to provide proactive, collaborative services focused on stability, growth, and innovation.

### CHALLENGES

- Unstable revenue due to technical debts, prompting the need for a proactive partner like Astound Digital.
- Gatwick faced a stagnant Salesforce landscape with multiple partners, leading to a fragmented delivery, backlog, and technical debt.

### STRATEGY

- Collaborating on an agile website transition, delivering business value through the SFCC Enhancement Team and addressing technical debt with the SFCC Maintenance Team.
- Astound Digital formulated an enhancement roadmap, leveraging industry insights to demonstrate revenue benefits and ROI in addition to an innovation roadmap to unlock further value within the Salesforce ecosystem

Astound Digital prioritized establishing a strong relationship prior to the transition, ensuring clarity regarding everyone's expectations and alignment during workshops. The transition is progressing smoothly anticipating excellent outcomes. The team is highly satisfied with the progress.





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#### WHAT WE DID

Gatwick Airport Limited, owned by Global Infrastructure Partners (GIP), operates one of the UK's busiest international airports. Challenges included critical revenue reliance on eCommerce, technical instability, and a fragmented Salesforce landscape. Astound Digital was engaged to provide proactive, collaborative services focused on stability, growth, and innovation to drive business value and regain competitiveness.



## Gatwick Airport Challenges

- Critical eCommerce revenue at Gatwick was jeopardized by stability issues and technical debts, prompting the search for a proactive partner like Astound Digital focused on stability, growth, and innovation.
- Gatwick's Salesforce value stagnated due to reactive optimization across multiple clouds, leading to backlog and technical debt accumulation.
- Fragmented delivery from two Salesforce partners necessitated appointing a single partner for unified control and enhancement ownership.
- Lack of significant enhancements, optimizations, or innovations in over a year put Gatwick at risk of losing competitive ground against other UK airports leveraging Salesforce.

# Gatwick Airport Strategy

Astound's plan is to realize an agile transition of the website together with Gatwick. With the SFCC Enhancement Team we will deliver the business value, the SFCC Maintenance Team is cleaning up the backlog of bugs and technical debt and the SFMC + SFSC Team focuses on the support of the respective cloud. With activating components such as Einstein we will offer Gatwick's customers a more personalized experience. To offer Gatwick a continuous service and therefore the stability they want to have, Astound provides an out-of-hours service, which includes an on-call duty service.

## #1

Astound quickly identified that the best strategy is to simultaneously stabilize the existing platforms (lowering technical debt and getting the existing backlog delivered) and then start to work with the business to formulate an enhancements roadmap.

## #2

Working with Key stakeholders, Astound was able to use the industry knowledge, insights and expertise to formulate a business case for Gatwick. This gave a clear display of the revenue benefit the client could expect by pursuing and executing a number of proactively suggested items/enhancements that Astound had highlighted. This also enabled the client to clearly see where the ROI could be found over the 3-year engagement.

## #3

In order to further unlock value for the business, Astound structured the Gatwick team to deliver an innovation roadmap. This was a key area of excitement for the client, as members of Astound consultancy practice would be spending time with Senior stakeholders to establish where other opportunities could be unlocked and developed to further added benefit to their investment within the Salesforce ecosystem.

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