

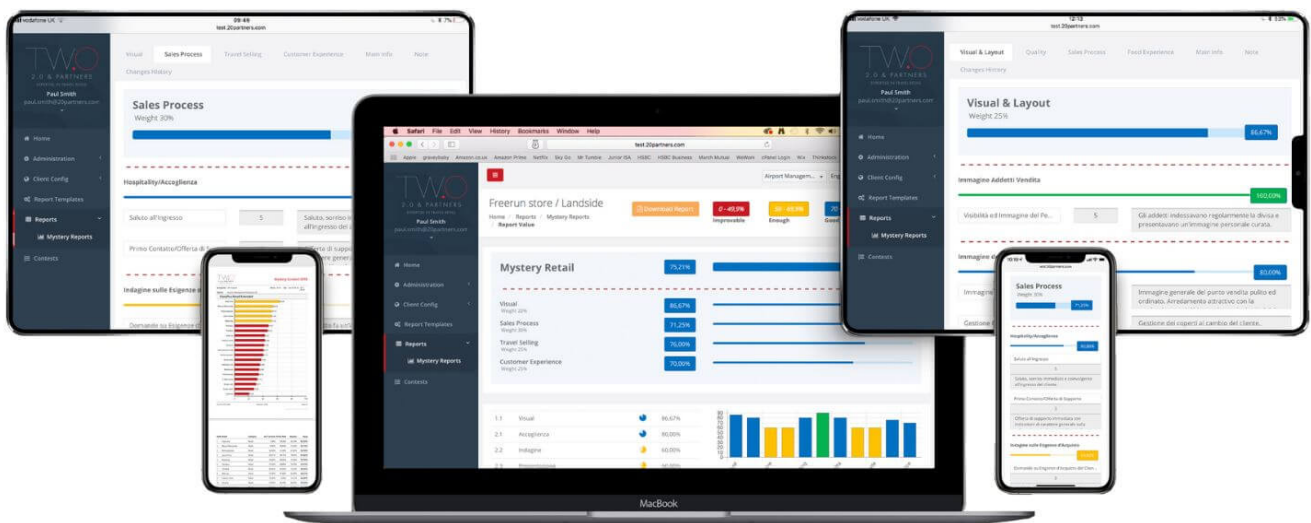
# Bologna Airport and 2.0 & Partners expand partnership



Members of the Retail Academy 2.0 training program, which offers targeted training based on insights gleaned from its Strategic Mystery Shopping service

Bologna Guglielmo Marconi Airport has expanded its collaboration with 2.0 & Partners, aiming to enhance the retail experience for travelers at the airport. This partnership builds on the existing relationship between the two, with 2.0 & Partners - a company recognized for its expertise in travel retail - having provided its Strategic Mystery Shopping service to the airport since 2019. The new agreement broadens the scope of services to include the full range of Customer eXperience Management offerings from 2.0 & Partners, notably incorporating the Retail Academy 2.0 training program.

The Customer eXperience Management service offered by 2.0 & Partners is designed specifically for travel retail, adapting to its distinct needs. It includes Strategic Mystery Shopping, where teams representing the diverse passenger demographic of the airport assess the retail experience from a traveler's perspective. These assessments yield detailed, actionable feedback aimed at enhancing the customer experience. The Retail Academy 2.0 offers targeted training for airport staff, based on insights gleaned from the mystery shopping data. The training is available both online and in person, supplemented by a specialized app, and focuses on elevating customer service levels.



The services offered by 2.0 & Partners learns about the traveler experience at Bologna Airport and then uses that data to help improve service at the airport

Erika Giannini, who leads the Customer Experience team for Italy at 2.0 & Partners, stated: “Airport shop staff are our frontline and the most valuable asset in delivering the truly world class retail experience which shoppers in this market expect. In this regard, delivering the right training, based on the right data, has never been more important and we are delighted to be working with the team at Bologna International Airport to support their service provision in this area.

“Both aspects of our Customer eXperience Management service, the Strategic Mystery Shopping and Retail Academy 2,0, are tailored for the travel retail market’s unique and vibrant ecosystem. Identifying specific issues is the best way to increase your service, but training must be tailored, focused and engaging for staff members, so that both they and your shoppers can reap the benefits.”