

## About organization



Istanbul New Airport is the main international airport in Turkey. At the beginning of the 2010s, Istanbul Atatürk Airport that had been in operation since 1912 was no longer able to cope with the growing inflow of passengers and cargo. To respond to this issue, the government of Istanbul invested \$12 billion in the construction of the city's new airport that was opened in April 2019. Istanbul New Airport became the largest airport in the world with an area of 818 million square feet, planning to serve 200 million passengers a year and handling more than 200 flights on a daily basis.

## Challenge



The sheer size of Istanbul New Airport and the enormous number of passengers that it serves required a new reimagined approach to customer service. To digitize airport processes, facilitate customer service and provide assistance to clients with special needs, the management decided to implement self-service kiosks and information panels across the building.

The new system had to be designed for the passengers who required immediate assistance in purchasing tickets, viewing flight schedule, or simply finding their way around the airport. Additionally, IT managers of Istanbul Airport had to find a real-time video conferencing solution for the kiosks to provide visual context to the clients and allow them to contact an available operator from any part of the airport.

## Solution

To ensure flawless audio and video communication and a truly engaging travel experience, Istanbul Airport utilized TrueConf SDK for Windows. The solution was integrated into self-service interactive kiosks manufactured by Cizgi, a leading Turkish IT systems provider. TrueConf's solutions allowed for fast and easy implementation that required no more than a few lines of code, which meant Cizgi developers were able to embed live video and get the functionality up and running in a matter of days. Additionally, TrueConf unified reliability and user-friendly interface that enabled guests to start a call with one click of a button.

**Country:**  
Turkey

**Field:**  
Transportation

**Implementation:**  
2019

**Website:**  
[www.istanbulhavalimani.com](http://www.istanbulhavalimani.com)

The system needed by Istanbul Airport had to support tens of customers across the airport and connect them to one of the operators. TrueConf's solution supports a complex queueing algorithm that directs calls to an available call agent, reducing wait time and keeping customer happy. It is also possible to connect additional operators to the call if the passenger's questions fall outside agent's competence.

Operators can offer immediate video assistance to their customers and improve the user experience by providing visual cues thanks to content sharing support. With TrueConf, airport travellers enjoy video calls and conferences in Full HD resolution, while all communication sessions run in local network and are safely recorded on the server for further reference and operator assessment.

Finally, TrueConf support team was ready to assist Istanbul New Airport at every stage of the project implementation and always offered timely explanations.



“The greatest thing about TrueConf is that it worked perfectly right off-the-shelf. Their products proved both reliable and user-friendly.”

— Mehmet Berk  
Sales Marketing and Operations Director at Cizgi

## Results



TrueConf SDK was used to equip the world's largest airport with state-of-the-art information video kiosk system. The visitors of Istanbul Airport can experience a new level of real-time customer service and get immediate help in a matter of seconds. Self-service kiosks dramatically lowered the cost basis for the Istanbul Airport versus traditional customer service model while maintaining excellent quality of experience.

Since introducing the information system, airport representatives has seen significant user engagement and satisfaction and are planning to implement more kiosks in the near future. TrueConf solutions will be sure to be at the core of their future projects.