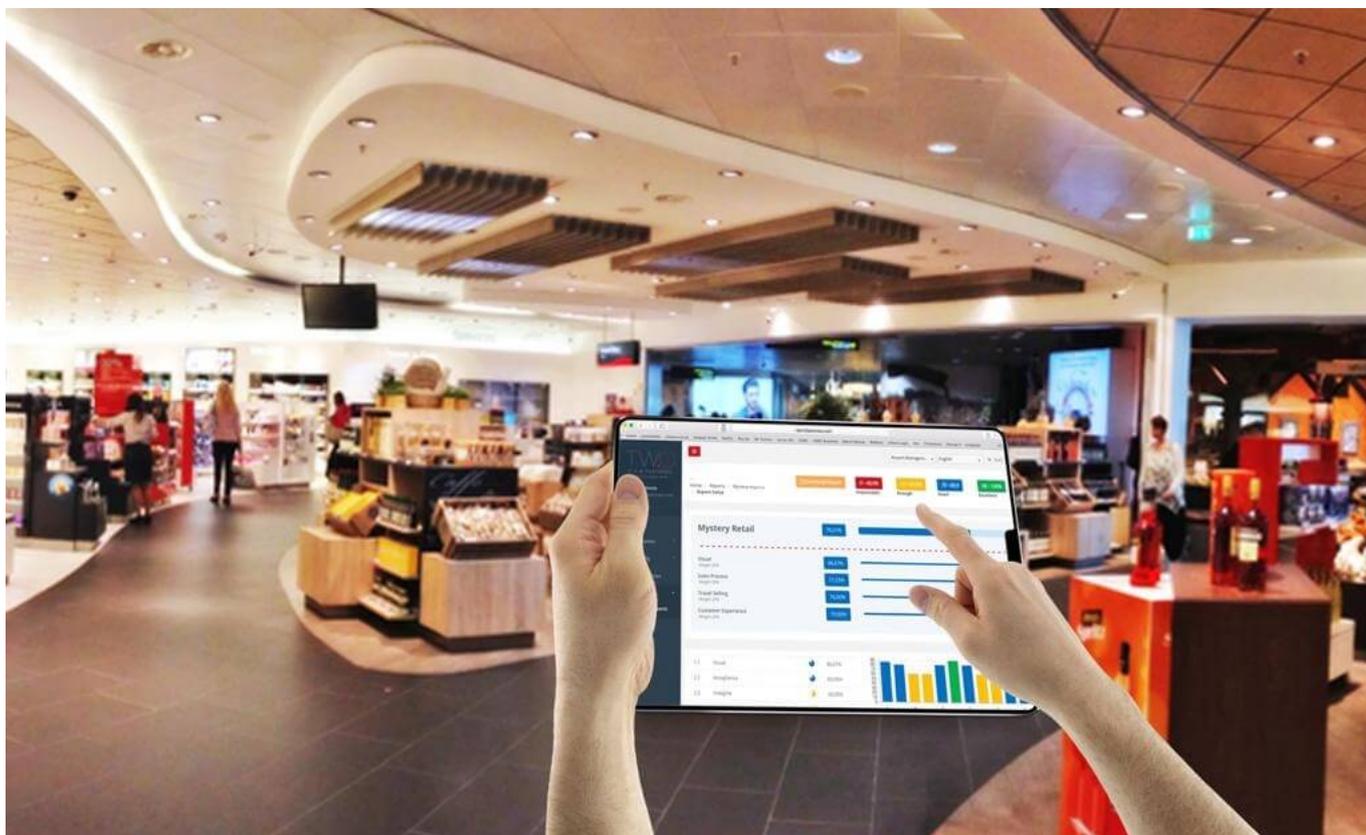


# Naples Airport collaborates with 2.0 & Partners to focus on shopper experience



2.0 & Partners has provided a mystery shopping service at Naples International Airport since 2022

Naples International Airport and 2.0 & Partners have joined forces to create a tailored and excellent experience for traveling shoppers at the Italian airport.

Naples and 2.0 & Partners have worked together for many years, with the agency providing its bespoke Strategic Mystery Shopping service to the airport since 2022. Now, building on this successful history, the two companies have expanded their partnership to include the whole of 2.0 & Partners' Customer eXperience Management service, which helps airports and their teams to take their airport service to the next level.

The 2.0 & Partners Customer eXperience Management service comprises two parts, each designed specifically for the travel retail market and tailored to its unique ecosystem. The first part is the Strategic Mystery Shopping. This sees mystery shopping teams, chosen to reflect the airport's passenger mix, walk in the shoes of travelers and deliver in-depth and actionable insights on how to unlock the very best customer experience at the airport.

The second part is the Retail Academy 2.0. This training service was created to empower airport staff and assist them in taking their customer service to the next level. Training sessions are held both in-person and online, supported by a dedicated app, focused on the areas of improvement identified in the Strategic Mystery Shopping reports.

Erika Giannini, Head of Customer Experience Italy at 2.0 & Partners, said, "Staff training has never been more important in the travel retail sector and we are delighted to be working with Naples International Airport to enhance 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. Airport shop staff are our frontline and our most valuable asset in this market and those stakeholders who properly invest in training will reap the benefits of that."