

Case Study :: Fort Lauderdale-Hollywood International Airport



Business Challenge

As one of the country's fastest-growing airports, Fort Lauderdale-Hollywood International Airport needed to utilize the web as a mechanism for efficiently providing information to its growing customer base. As the Airport's expansion has significantly enhanced and changed the Airport's offerings and its customer segments and needs vary significantly, the web portal needed to offer quick and informative data to a variety of users, from local customers to airline operators. Simultaneously, the County had recently initiated a web presence re-branding effort for all County sites that the Airport was required to be use as a design base.

The POWERi Solution

The site was completely redesigned by POWERi Technologies with some exciting new features including a real-time flight information link and current traffic and weather conditions in the Ft. Lauderdale area. It also showcases the airport's brand new in-terminal Rental Car Facility. The site's greatly improved navigation makes finding airport information easier than ever.

The POWERi design and development team completed this project by working in tandem with the Airport's advertising agency to ensure brand design consistency and Broward County's Information Technology division to ensure compatibility with the County's web applications. The totally redesigned FLL web site has become a mandatory stop before heading to the airport, or even booking your next flight.

The site offers innovative, customer focused content designed to expand the airport's renowned customer experience. The new web site offers all the information travelers expect including parking options, airlines, rental cars, directions to the terminal and real-time arrivals and departures. The site is a unique web extension of the airport's brand, which is centered on offering a great customer experience and effortless navigation.

visit: www.Broward.org/Airport



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