



Making travel retail real: Portugal's first Click & Collect Experience



Navigating an airport should feel effortless, but the reality inside Duty Free tells a different story. Long security lines, peak-hour flights, payment queues, and busy staff make shoppers slip away. Meanwhile, premium travelers head straight to lounges, taking their time and energy in them. In these high-pressure moments, every minute counts, and every friction point is a missed opportunity.

Setting the Stage | *A vision for digital travel retail*

Portugal Duty Free operates duty-free and travel retail across five major Portuguese airports: Lisbon, Porto, Faro, Funchal, and Ponta Delgada.

Owned by ANA Aeroportos de Portugal (51%) and ARI (49%), Portugal Duty Free manages premium retail brands such as Montblanc, Hugo Boss, and Women Secret.

The project emerged from the need to **implement a Click & Collect operation**, enabling passengers to pre-purchase products online and collect them at the airport, modernizing the digital shopping experience and making it real.

Driving Forces | Why this transformation mattered

Portugal Duty Free aimed to strengthen its **premium positioning**, **improve passenger convenience**, and **align with global travel retail trends**.

The vision was to deliver a **seamless digital experience integrated with airport operations**, ensuring compliance with tax-free regulations and security protocols while meeting the strict concession timeline.

This transformation also opened the door to new service models powered by AI, further enhancing the passenger experience.

Client: Portugal Duty Free

Region: Portugal

Industry: Travel & Airport retail

Client Challenges:

- Deliver an end-to-end Click & Collect solution;
- Operate under a fixed budget and limited IT resources;
- Address airport retail complexities: boarding pass validation, age verification, Schengen vs. non-Schengen pricing, and tax-free product management.

Solution:

Capgemini implemented Portugal Duty Free's Click & Collect operation on Salesforce Commerce Cloud, including UX/UI design, technical integration, and agile delivery, bringing the vision to life with precision and speed.

The Click & Collect journey was further enhanced by Duarte, an AI-powered assistant seamlessly integrated into the digital commerce experience.

Benefits:

- Portugal's first Click & Collect duty-free experience;
- Enhanced passenger convenience and engagement;
- Strengthened premium positioning;
- Improved operational efficiency through technology integration.



Innovative Approach | *How we made it real*

Capgemini adopted an agile delivery model, combining **UX/UI expertise with Salesforce Commerce Cloud capabilities.**

The approach integrated technology, processes, and governance frameworks to activate value across five key drivers:

- Customer Experience
- Operational Agility
- Scalability
- Trust
- Service Quality

Close collaboration with Portugal Duty Free, ANA and ARI teams ensured **rapid decision-making and successful delivery within the strict timeline.**

Key Assets and Accelerators

- Salesforce Commerce Cloud (B2C Commerce)
- UX/UI design frameworks
- Confluence and Jira for agile collaboration
- Integration with ARI group systems

Key features



Customer Experience

- Pre-purchase products online
- Seamless pickup at airport
- Premium digital experience
- Personalized offers



Retail Operations

- Boarding pass validation workflows
- Tax-free product management
- Integration with ARI and airport systems
- Agile operational processes

DUARTE | *The AI-Powered Personal Shopping Assistant*

As part of the digital modernization journey, Portugal Duty Free introduced **Duarte**, an AI-powered Customer Service and Personal Shopping Assistant built on the Agentforce platform and seamlessly integrated into the digital commerce experience.

Supporting passengers in real time, Duarte answers questions, guides product discovery, and provides personalized recommendations.

Available on the web and soon expanding to WhatsApp and voice, it delivers a scalable, multilingual, and intelligent service layer that enhances customer engagement and strengthens Portugal Duty Free’s innovation.

Real Results | *Impact that matters*

The project introduced Portugal’s first **Click & Collect** duty-free experience, elevating Portugal Duty Free’s market positioning and enhancing passenger convenience.

Delivered on time and on budget, the solution was recognized at Agentforce World Tour Lisbon, as an innovative live case study.

The project also laid the foundations for future customer service innovation powered by AI.

Capgemini continues to support Portugal Duty Free through ongoing governance and future enhancements, ensuring sustained success and platform evolution.

Operational Highlights

Project kickoff: September 2023

Lisbon Airport go-live: March 2024

National rollout: April 2024 (except Porto due to refurbishment)

Fully functional eCommerce platform: portugal-duty-free.com

Client upskilling in digital operations and agile methodologies



From ideation to delivery in just seven months, this project reflects a **deep understanding of the passenger journey.**

Cláudia Carvalho,
Portugal Duty Free Marketing Director

Make

it

real.

About Capgemini

Capgemini is a global business and technology transformation partner, helping organizations to accelerate their dual transition to a digital and sustainable world, while creating tangible impact for enterprises and society. It is a responsible and diverse group of 340,000 team members in more than 50 countries. With its strong over 55-year heritage, Capgemini is trusted by its clients to unlock the value of technology to address the entire breadth of their business needs. It delivers end-to-end services and solutions leveraging strengths from strategy and design to engineering, all fueled by its market leading capabilities in AI, cloud and data, combined with its deep industry expertise and partner ecosystem. The Group reported 2023 global revenues of €22.5 billion.

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