



# Réno – Luxembourg Airport's AI Concierge



Ask Réno

Arrivals

Departures

Parking

*Gudde Owend!*

I'm Réno – your digital concierge. How can I assist you today?

[What is Réno?](#)

Réno is an AI-powered concierge living at the heart of the airport's digital experience. He replaces static menus with a natural conversation.

[Why does it matter?](#)

Réno transforms a standard airport website into a living, conversational interface – making travel information faster, smarter, and more personal.

Type your message...

Ask



# A New **UX** Paradigm



Ask Reno

Arrivals

Departures

Parking

How is this different from a typical chatbot?

Réno *is* the homepage. He's not tucked in a corner – he's the primary interface. This flips the UX model from "searching for answers" to "just asking."

What kind of interactions can passengers have?

- "Email me updates for this flight" → Réno handles the request.
- "Where's my luggage?" → He gives the real belt number.
- "Is there an ATM after security?" → Réno knows the layout.
- "When's the next bus 16?" → He answers with live departure times.
- "Suggest warm destinations in December" → He inspires travel.

Type your message...

Ask



# Accessible for Everyone



Ask Reno

Arrivals

Departures

Parking

Who can use Reno?

Everyone. Reno speaks multiple languages and works seamlessly across devices – desktop, mobile, in-terminal QR handoffs.

How is accessibility built in?

Reno can speak aloud responses through text-to-speech, supports multiple languages, and offers a minimal, distraction-free interface for easy interaction.

Does Reno exist only online?

No. Reno is also present inside the airport through posters and QR codes – bridging the physical and digital journey.

Type your message...

Ask



# Smarter Than a Website



Ask Reno

Arrivals

Departures

Parking

What powers Reno's answers?

Reno connects directly to live airport systems – flight status, parking availability, bus schedules, weather – and replies with real answers, not links.

What's unique about this?

Most airport websites provide static content or links. Reno understands intent and delivers structured, contextual replies instantly.

How smart is it?

Reno adapts proactively – for example, prompting flight notifications while users browse, or offering directions after a query about an ATM.

Type your message...

Ask



# Impact That Matters



Ask Réno

Arrivals

Departures

Parking

What happened after launch?

Réno answered **178,000+** questions in 4 months,

with **89% positive feedback**

and an average engagement of **3+ interactions** per session.

Passengers are calmer, and InfoDesk teams handle fewer repetitive calls.

Type your message...

Ask



# The **Soul** of a Brand



Ask Réno

Arrivals

Departures

Parking

Why a fox?

Réno the Fox is a warm, friendly character – not a faceless bot. He builds trust, recognition, and brand affinity for the airport. He is a character freely inspired by classic Luxembourgish literary work, *Renert oder de Fuuss am Frack an a Ma'nsgrëßt*.

What's the larger vision?

Réno is not just a chatbot. He's becoming the soul of the airport's digital touchpoints – online and on-site.

What's next?

Extending Réno's role across services: loyalty programs, predictive travel assistance, and ecosystem-wide personalization.

Type your message...

Ask