

Industry Spotlight:

Streamlining Airport Service Management with Scanova QR Code Generator



Challenge

With their existing tools, a leading Indian airport services company ran into cost pressures, operational inefficiencies, and a lack of features essential for a large-scale team operating across multiple locations. They needed advanced QR Code analytics, a bulk creation feature, and custom domain capabilities.



Outcome

With Scanova, the company built a trackable, pan-India QR Code ecosystem across multiple airport locations with minimal technical involvement, improving lounge access, table ordering, and app downloads. They intend to upgrade their existing plan and scale their use of Scanova further across other services.

Total QR Codes Created

1,200+

Total Scans

12,00,000+



COMPANY SIZE

200 employees



INDUSTRY

Travel & Hospitality/Airport Services



LOCATION

India

Note: Identifying details in this case study — including the organization's name, website, parent body, and staff names — have been anonymized at the customer's request. All events, ticket volumes, and performance figures are unchanged from the original data.

INTRODUCTION



The leading airport services company in India empowers modern travelers with a comprehensive suite of services delivered through their mobile application and website, making airport journeys smarter, faster, and more convenient.

From food and beverage ordering to lounge access and other services, the platform serves passengers across their network of airport lounges in India. Their services include real-time flight tracking, placing their business at the intersection of hospitality and technology in Indian aviation.

To connect passengers with their growing range of services at scale, the company integrated Scanova's Dynamic QR Codes into their operations, creating a powerful, engaging, and trackable bridge between physical airport spaces and their digital platform.



CHALLENGES

The leading airport services company faced several challenges before adopting Scanova QR Code Generator:



1. Limited QR Code analytics and tracking capabilities

Understanding how customers were interacting with QR Codes across pan-India airport locations and service categories was critical. Their previous QR Code provider offered limited visibility into scan metrics, making it difficult to measure campaign effectiveness, precisely track engagement, or make informed decisions about service improvements.

2. Lack of bulk creation and custom domain support

Managing QR Codes at scale across multiple airports, lounges, and service categories required the ability to create and update QR Codes in bulk. The company also needed the flexibility to host pages on their own custom subdomain, which their previous provider could not support.

3. High technical dependency for QR Code management

Any changes to Website URL QR Code destinations or designs based on scan analytics required significant technical involvement. This slowed down the company's marketing and operations teams and created bottlenecks.

4. Reliance on a costly international QR Code provider

They were previously using an international QR Code service that billed in USD. The pricing model added unnecessary costs and friction for a business operating entirely within India, making it an unsustainable solution.

SOLVING THE PROBLEM WITH SCANOVA

The company's partnership with Scanova introduced solutions that addressed these challenges:



1. Advanced analytics for data-driven decisions

Scanova's analytics dashboard gave them full visibility into scan data across all QR Codes. The team could monitor usage patterns by location, service type, and time, enabling smarter decisions about where to invest in QR Code-led experiences and how to refine customer communication.

2. Bulk creation and Dynamic QR Code management

Scanova's bulk creation feature allowed their teams to generate and manage large volumes of QR Codes efficiently. Dynamic QR Codes gave them the flexibility to update destination URLs and QR Code designs without reprinting. The company also leveraged Scanova's custom domain feature to display pages on their own subdomain for a better customer experience.

3. Low-tech, high-impact implementation

Implementing Scanova Website URL QR Codes required minimal technical effort from the company's engineering team. Beyond setting up the custom URL, the platform was intuitive enough for marketing and operations teams to manage independently, without requiring a developer.

4. A cost-effective, India-first QR Code platform

Switching to Scanova eliminated the international billing friction. The airport services company could now operate with a pricing model aligned to their business structure, while benefiting from a customer-support team that understood the Indian market and their unique requirements.

RESULTS

The implementation of Scanova QR Code Generator had a significant impact on the company's airport operations and passenger engagement. The **1,200+ QR Codes** generated became the primary bridge between their physical airport presence and digital ecosystem, driving **12,00,000+ scans**.

One standout success story is the company's table ordering program, built on Scanova. Passengers at airport dining outlets scan a QR Code at their table to place an order and share their location for delivery.

The company's lounge QR Codes — facilitating access and bookings across their network of airport lounges — generate **approximately 18,000–20,000 scans per month**, with numbers continuing to grow. Beyond lounge access and table ordering, Scanova QR Codes have also been used to drive mobile app downloads and support a range of promotional campaigns across airports.

THE FUTURE

The company intends to continue expanding their integration of Scanova's Dynamic QR Codes across their growing service portfolio. Upcoming initiatives include scaling the table ordering program to more airport dining outlets and launching Scanova-based cab services.

The company's confidence in Scanova is perhaps most clearly reflected in their plan to upgrade **from generating 500 QR Codes at once to 3,000 codes: a 6x expansion** that underscores their intent to embed Scanova more deeply across every passenger touchpoint as their service portfolio grows.

By leveraging Scanova's flexible, easy-to-manage platform, the company can ensure passengers always have instant, reliable access to the services they need at every stage of their airport journey.

CONCLUSION



Scanova helped this leading Indian airport services company transform physical airport spaces into intelligent, connected experiences using Website URL QR Codes, enabling them to stay innovative and responsive in India's fast-evolving aviation and travel industry.

Through Dynamic QR Codes, the company continues to scale seamless passenger experiences with confidence, knowing that Scanova's platform will help them reliably connect, manage, and track every touchpoint. QR Code technology remains central to how they deliver on their promise of smarter airport travel.

About Scanova

Scanova is a leading online SaaS tool that helps businesses create, design, manage, and track QR Codes for promotional and operational use cases.

Marketers and businesses across industries and company size use Scanova to run end-to-end high-performance QR Code campaigns. With Scanova, marketers can engage customers with multimedia content, generate leads via print media, measure print media ROI, and reduce printing footprint and costs.

Scanova, a product of Trycon Technologies, is compliant with ISO 27001:2013, SOC2, and GDPR, and is used by the best global brands and institutions across 100+ countries.

Scan Me



Contact us for more information



<https://scanova.io>



support@scanova.io



[+1-855-440-7400](tel:+1-855-440-7400)

Established in 2013, Trycon Technologies helps businesses better engage with their customers using the power of QR Code technology. To learn more about Trycon, visit <https://trycon.io> or email us at contact@trycon.io