

DIGITAL PAYOUTS:

A Secret Weapon for Airlines to Improve Bottom-Line Results

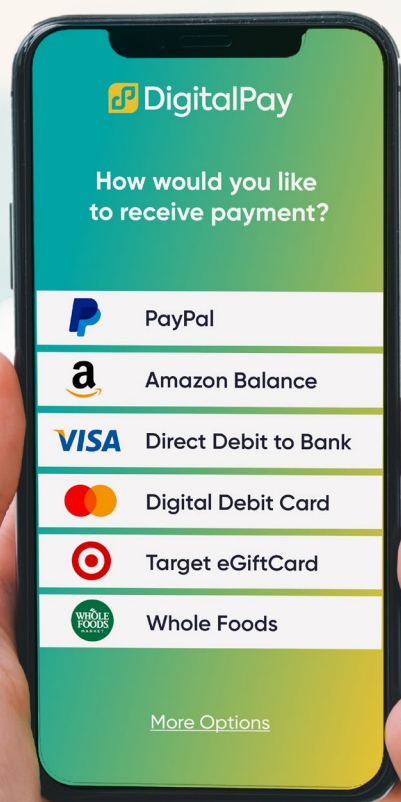


EXECUTIVE SUMMARY

Why Payouts Matter for the Airlines Industry

In a time when airline travel is increasingly competitive, every customer interaction is an opportunity to win—or lose—future business. So how do airlines ensure customers are happy, especially when payouts for traveler inconvenience, baggage claims and refunds are a part of daily operations?

The solution: real-time digital payouts that empower customer service and crewmembers to deliver on-the-spot payments with speed, choice, and efficiency. This overview will help you understand the powerful benefits of digital payouts and why something as simple as how you pay travelers can turn your customer experience into a truly strategic advantage.



THE BENEFITS OF DIGITAL PAYOUTS FOR BAGGAGE, GOODWILL, IROPS AND REFUNDS:

- Improve Customer Experience
- Reduce Costs
- Increase Customer Service Efficiency



BENEFIT #1

Improve Customer Experience— Even in Times of Travel Mishap

While some airlines don't tie their payout process to a better bottom-line, there's no doubt the way you send a payment has a huge impact on whether a customer chooses to fly with you again. Consider a lost baggage scenario: your customer is already angry and inconvenienced. The worst thing you can do is tell that traveler they need to wait 6 weeks to get a check for their bag and contents. That will certainly end with a declaration of "I'm done with your airline."

With digital payouts, you can immediately offset traveler friction with instantly delivered funds.

Regardless of whether you're paying out for goodwill, baggage compensation, IROPs or inconvenience refunds, your customer experience improves from:

- **Speed:** most endpoints take 3 clicks and less than 30 seconds to receive funds
- **Choice:** customers get to choose from a wide range of desirable endpoints like PayPal, Amazon, Starbucks, Direct Debit, Digital Debit Card and 250+ retail gift cards
- **Convenience:** best-of-breed digital payout solutions allow funds to be received without apps, downloads, or registration

WHY IT MATTERS

A payout for a travel mishap is usually the "last touch" an airline has with a frustrated customer. A fast, easy digital payment shows your airline cares about how you resolve a tough situation and can help an angry traveler become an outspoken brand advocate.



BENEFIT #2

Reduce Payment Administration Costs

While transaction costs are often a primary focus for payment operations, administration is far more expensive. Think about the workflow, department approvals and human resources that even a straight-forward payout requires. There's a ton of time and effort—therefore cost—involved!

Digital payments can reduce administration time and cost by 50% or more in three key areas:

PAYOUT OPERATIONS

Elimination of physical payment operations like check runs and voucher program management and accounting. Plus: no more maintaining plastic debit cards on site—a high security and financial risk!

CUSTOMER SERVICE

End-end trackability of every payout, from the time of issuance to when and where funds were received by your customer.

ACCOUNTING CONTROLS

Streamlined accounting including the ability to attach GL code, reason for payout, supervisory approval, customer service department identifiers and more.

WHY IT MATTERS

Cost reduction is an ongoing endeavor for airlines, but payout expenses are often viewed as being “too difficult” or “impossible” to lower. Digital payouts cost significantly less than traditional payments and often pay for themselves in less than 6 months.



BENEFIT #3

Increase Customer Service Efficiency

As airlines strive to do more with less, **customer service efficiency is essential**. DigitalPay's enterprise-class SaaS platform contributes to your support team productivity with:

- **Simplicity:** a secure, easy-to-use portal that requires only minutes to create, approve delivery, and track any payment to your customers.
- **Flexibility:** your teams choose the best way to create payments, from bulk files to one-off payouts to API integrations with airline systems of record like NetTracer™.
- **Trackability:** detailed tracking for every payment, from initial notification to when and where a customer received their funds. Most "where's my payment?" inquiries can be resolved in seconds.
- **Scalability:** our payment platform is built to securely deliver funds from \$1 to one individual to millions of dollars to millions of payees.
- **Configurability:** your payment workflow, business logic and data requirements are pre-configured so your service teams can align every payment with operational and financial tracking needs.

WHY IT MATTERS

Traditional payout methods are inefficient for customer service because of disparate systems and kludgy workflow to create, track and manage even one payment. Digital payments are fast, streamlined, and can turn an administrative headache into a pleasant experience for your support team members.



THE LEADING PAYMENT PROVIDER

DigitalPay: A Committed Partner for Airlines and Travel Payouts

DigitalPay is a leading payment service provider for travel use cases such as baggage compensation, goodwill (traveler inconvenience), IROPs and refund payouts. In 2017, we became the first SaaS Payments Platform to be used by a leading airline, and in 2021, we established a successful integration with NetTracer™ to maximize customer support efficiency for baggage claims.

We've successfully delivered hundreds of millions of dollars to millions of payees across a wide range of industries including travel, consumer refunds, litigation (class action payouts), government, and more.

WANT TO SEE DIGITALPAY IN ACTION? info@digitalpay.us 1-415-580-2057 digitalpay.us

