



ibssoftware

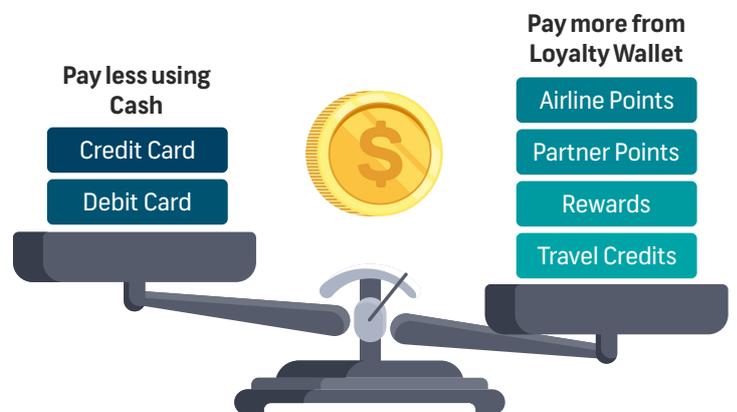
Flexi Pay – From Points to Payments

Turning idle loyalty points and travel credits into engaging payment options

Enabling more flexible redemption experiences

As airlines deploy more sophisticated capabilities to enable deeper and more personalized digital engagement experiences with their loyalty members, payment is a critical area to address. And as consumers expect more value-based relationships with providers, loyalty points represent a key monetization strategy for airlines.

With lack of payment options a key reason for cart abandonment, what if loyalty program members could complement monetary payments with points or travel credits? And not just for travel related products and services, but also everyday burn opportunities including partner offers.



Bringing loyalty points and travel credits into the equation

IBS Software's Flexi Pay offers a way for airlines and their loyalty program members to leverage better value from rewards and travel credits. The SaaS offering enables airlines to seamlessly integrate travel credits and loyalty points, including those of their partners, into flexible payment options. Converting loyalty rewards into currency that can be used in combination with other payment methods facilitates purchasing opportunities for program members, airlines, and their partners. And with Flexi Pay, airlines don't even have to modify their existing payment infrastructure.

Airlines can achieve quick wins in the payment experience by allowing:

- Payments using loyalty points and travel credits
- Points swapping through loyalty and travel credit wallets
- Payments using loyalty points at partner sites
- Payments using partner loyalty points.

Flexi Pay – what's in it for airlines?

Make the payment process more engaging

Reduce cart abandonment by travelers with a more inclusive payment experience with loyalty points and travel credits.

New opportunities for loyalty business

Go beyond seat upgrades and ancillary services with loyalty points and eliminate stagnation of unused reward points by members.

Expand partnerships

Create better monetization roadmaps for partner loyalty points by transforming them into a payment option.

Easy integration

Connects quickly with various digital wallets, existing payment infrastructure, and 3rd party partner loyalty programs.

Personalized customer experience

Engage customers with a branded, customizable hosted payment page.

Convenient deployment options

Choose between SaaS or customer infrastructure with a high degree of security assured in both.

Highly resilient platform

Cloud-ready microservices architecture for exceptional operational performance.

Security and compliance

Adheres to internationally recognized security regulations and encryption standards.

Cost-efficient

Lower cost of ownership with a SaaS-based subscription model.



About IBS Software

IBS Software is a leading SaaS solutions provider to the travel industry globally, managing mission-critical operations for customers in the aviation, tour & cruise and hospitality industries. IBS Software's solutions for the aviation industry cover fleet & crew operations, aircraft maintenance, passenger services, loyalty programs, staff travel and air cargo management. IBS Software also runs a real-time B2B and B2C distribution platform providing hotel room inventory, rates and availability to a global network of hospitality companies and channels. For the tour and cruise industry, IBS provides a comprehensive, customer-centric, digital platform that covers onshore, online and on-board solutions. The Consulting and Digital Transformation (CDx) business focuses on driving digital transformation initiatives of its customers, leveraging its domain knowledge, digital technologies and engineering excellence. IBS Software is a Blackstone portfolio company and operates from 15 offices across the world.

Further information can be found at <https://www.ibsplc.com>

ibsoftware

Redefining the Future of Travel through Technology Innovation

© 2022 IBS Software | For more information: sales-support@ibsplc.com