Cultivating Payment Management: a practical approach

Javier Orejas
Global Head of Banking & IATA Pay
1. Choose the optimal payment mix for your customers
2. Identify your airline's preferable form of payment
3. Guide your customers' behaviors to your preference
Some success stories
Conversion 85%
Penetration 20% - 40%

Source: IATA Pay
Conversion 90%

Penetration 15% - 35%

Source: IATA Pay
Payment mix

- Bank transfer
- e-wallets
- Instant transfer
- Sofort

Different boxes for similar types of payment options. Not all options are visible at a glance—scrolling is needed.
Payment mix

Conversion: n/a

Traffic: 15%-30% increase

Source: IATA Pay
Payment mix

Traffic
18%-35% increase

Conversion n/a

Source: IATA Pay
Choose your payment method

- Pay with credit or debit card
- e-wallet
- Pay with Bancontact
- Instant Bank Transfer

PAY
Choose your payment method

- Pay with credit or debit card
- e-wallet
- Pay with Bancontact
- Instant Bank Transfer

PAY
Choose your payment method

- Instant Bank Transfer
- e-wallet
- Pay with Bancontact
- Pay with credit or debit card

Traffic: 45%-90% increase
Conversion: n/a

Source: IATA Pay
Preselection

Choose your payment method

- Instant Bank Transfer
- e-wallet
- Pay with Bancontact
- Pay with credit or debit card

PAY
Choose your payment method

- Instant Bank Transfer
- e-wallet
- Pay with Bancontact
- Pay with credit or debit card

PAY
### Choose your payment method

- **Instant Bank Transfer**
- **Pay with account-to-account form of payment**
- **e-wallet**
- **Pay with Bancontact**
- **Pay with credit or debit card**

**Traffic**
- 15%-30% increase

**Conversion**
n/a

Source: IATA Pay
Clarity of form of payment

Cool Pay

Unclear branding

Creates uncertainty

No explanation
Clarity of form of payment

- Bank transfer
  - Highly secure real-time bank transfer payment method
  - All major local banks supported
  - A new payment window will be opened

Seamless journey
Clarity of form of payment

Conversion
17% - 35%

Seamless journey

Traffic
7% - 15%

Clear description

Source: IATA Pay
Clarity of form of payment

iDEAL is an instant account-to-account solution. The funds will be directly debited from your bank account to pay for the ticket.

Leveraging mature brands
Clarity of form of payment

iDEAL is an instant account-to-account solution. The funds will be directly debited from your bank account to pay for the ticket.

Leveraging mature brands

Conversion 45% - 90% increase

Traffic 20% - 45% increase

Source: IATA Pay
Thanks!