

## **Airline Payment Success Pillars** Always Be Testing



## Leverage Data, Build Trust

- Data is Powerful
- Make it 'Useable' for better 2 insights.
- Make it "monetizable" to reduce 3. costs and increase approvals.



## **Always Be Testing**

- **Continuous Optimization**
- Small Tweaks, Big Differences 2.
- Authentication can be your 3. friend



- Invest in Relationships
- **Capability and Capacity**
- Enough but not too many...

