# Airline & Travel Payments - Check out optimization
Version May 10, 2024

Contact us at info@upintheair.aero
www.upintheair.aero/infographics

**Up in the Air**

## Design

- Personalize payment pages based on basket and customer details
- Localize! (but do offer an option to change the country, language and currency)
- Rank payment methods based on your preference around conversion, costs and loyalty (co-branded cards)
- Use latest product logos and a clear descriptions
- Create trust: add logos related to 3D Secure and PCI-DSS
- Only show relevant payment options

UX
Transparency
Mobile friendly
Trust
Localization
APM's/LPM's
Sur-charging

## Logic

- Reduce the number of (optional) input fields and steps, e.g. include bank selection on the payment page
- Allow sufficient session time overall and for redirects
- Determine the booking window by allowing time for exception handling, especially for redirect and asynchrounous payment methods
- Make use of stored credentials / card on file to reduce data entry (e.g. via mobile wallets)

Session time
Booking window
Tokenization
3D Secure
A/B testing
Error handling
Field validation
Auto format card no

## Rescue

- Retry: cascade to fall back options in case of no response from provider
- In case of negative fraud response: offer secure / non reversable alternatives (only)
- In case of insufficient funds: offer split payment
- If session breaks, send pay by link email or text

Secure card details capture options:
- Hosted Payment Page
- Secure Fields
- iFrame

Orchestration
Split payments
Group payments
Pay by link
Support

Constantly monitor results and regularly adapt

Testing: Compare any changes first to determine the impact.

Best practice:

**Booking.com**

Use code free page design and configuration to speed up change process

Call to Action button > Progress indicator > Confirmation and thank you

*"Understanding your setup is the foundation for a successful, holistic payment strategy"*
***Thomas Helldorff**, Author of the 'Airline Payments Handbook'*

**payments .aero**

"EMV® Secure Remote Commerce (SRC) simplifies the online checkout process to make it consistent, convenient and secure."

**G Pay**  **Apple Pay**

**Hands In**

'Open Banking' is not a consumer facing brand!

When using a hosted payment page, vertical specific customization is key

Who actually 'owns' the payment page?

Show supported forms of payment on the home page

Created by Up in the Air Consultancy – Paul van Alfen