

CELL
POINT
DIGITAL

LEADING
PAYMENT
ORCHESTRATION™

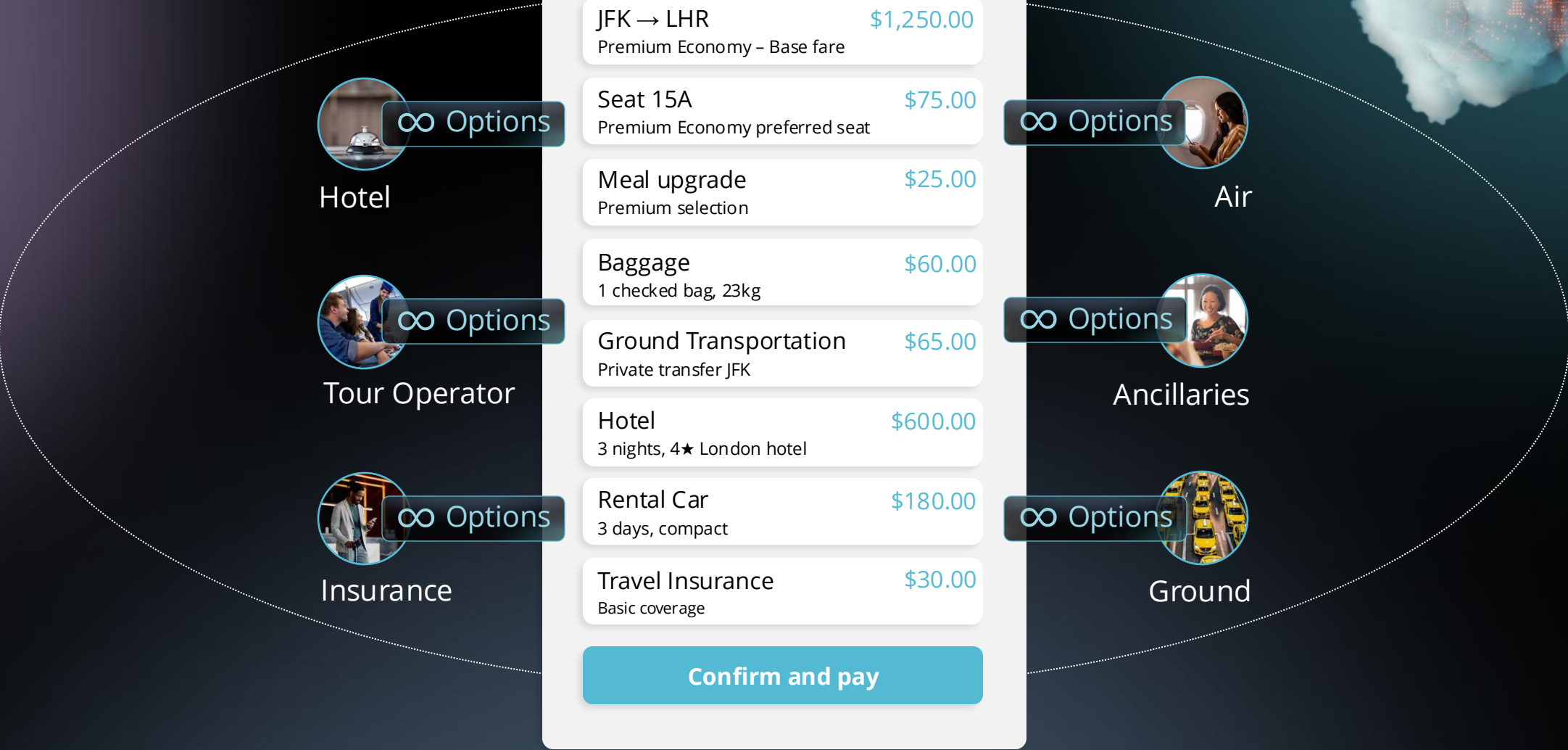
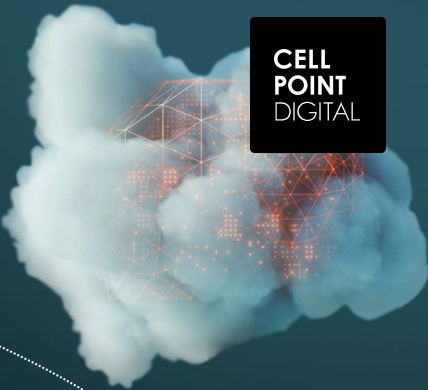
From vision to execution:

Powering the future of airline retail payments

Kristian Gjerding



Amazonification of Airline Retail



Order summary

Fulfilled

JFK → LHR Premium Economy – Base fare	\$1,250.00
Seat 15A Premium Economy preferred seat	\$75.00
Meal upgrade Premium selection	\$25.00
Baggage 1 checked bag, 23kg	\$60.00
Ground Transportation Private transfer JFK	\$65.00
Hotel 3 nights, 4★ London hotel	\$600.00
Rental Car 3 days, compact	\$180.00
Travel Insurance Basic coverage	\$30.00

Confirm and pay

∞ Options

Hotel

∞ Options

Tour Operator

∞ Options

Insurance

∞ Options

Air

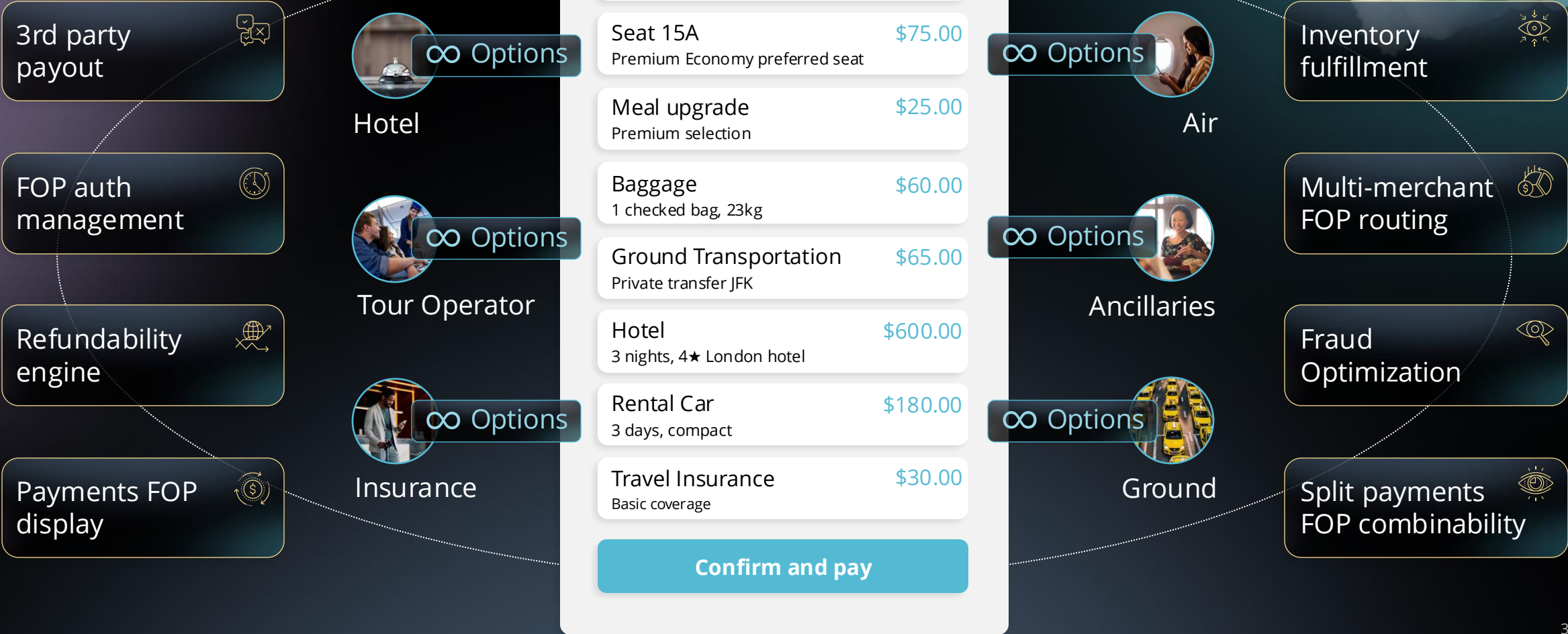
∞ Options

Ancillaries

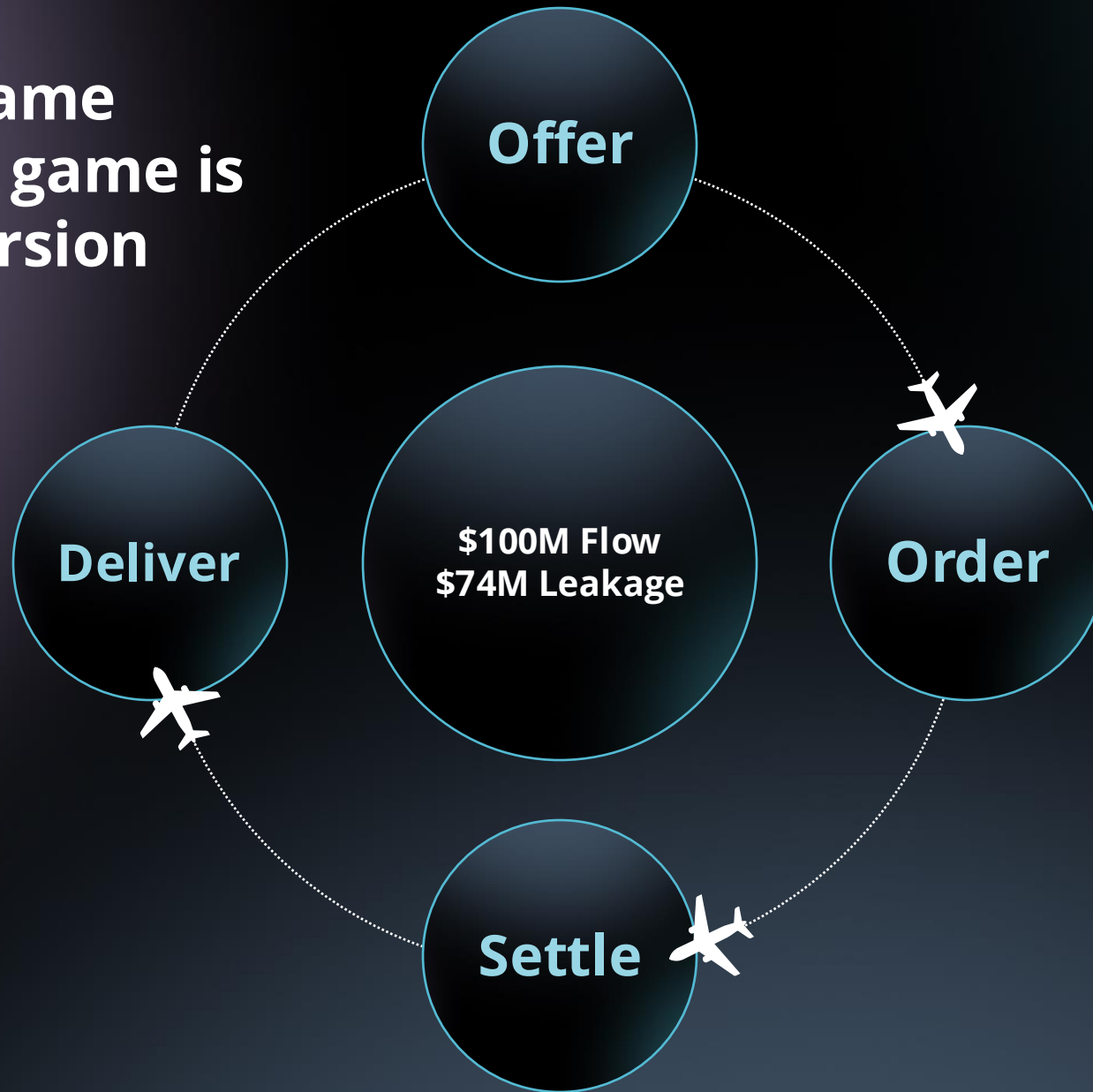
∞ Options

Ground

OOSD Payment Complexity



The name of the game is conversion



Right Forms of Payment:
Up to **50%**



Split Payment:
Up to **5%**



Technical Failover:
Up to **18%**



Fraud:
Up to **4%** rejected

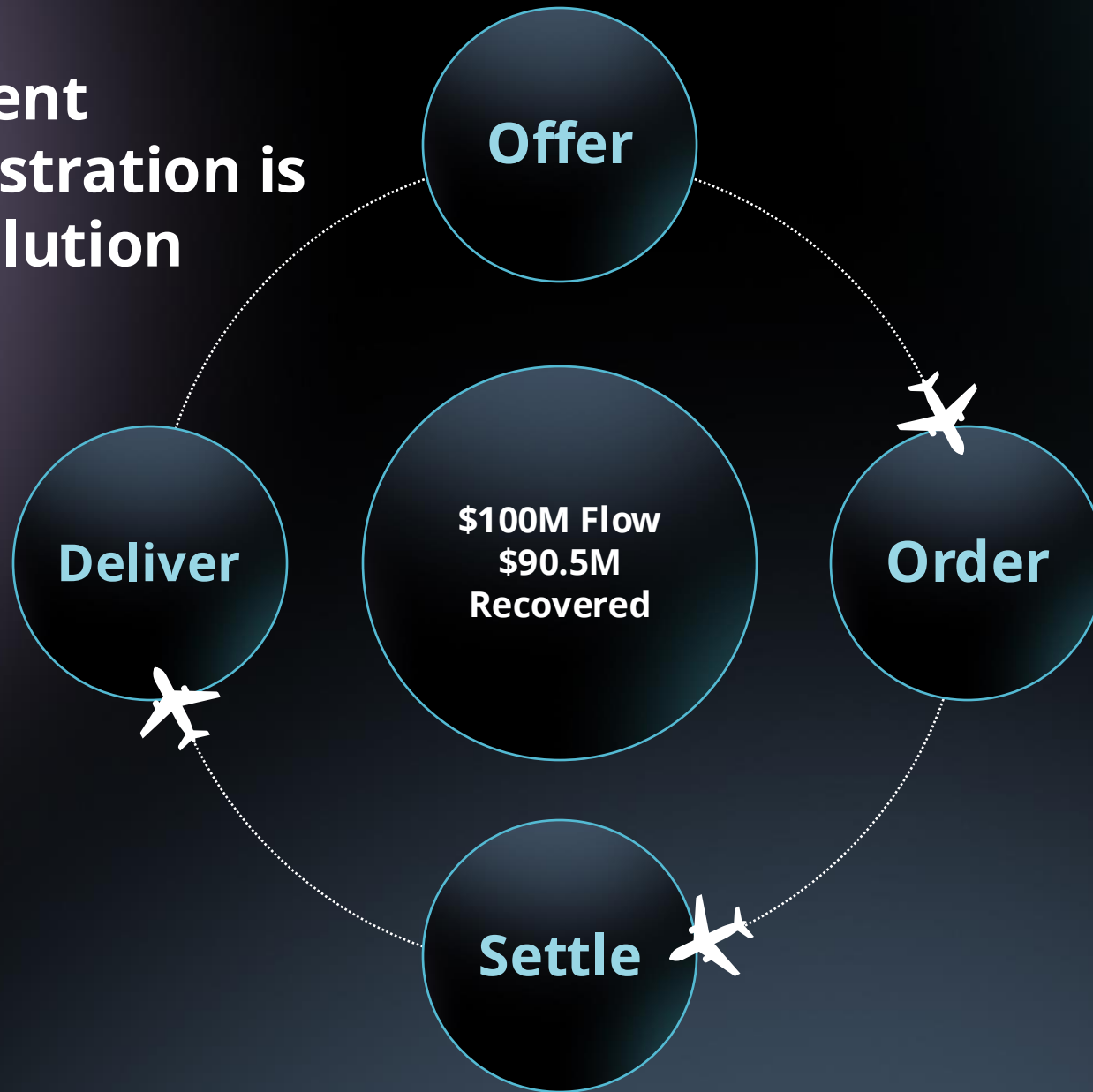


3DS failures:
Up to **20%** drop-off



Issuing Bank:
Up to **15%** lost

Payment Orchestration is the solution



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Right FOPs:
Removing the **50%** risk



Split payments:
Removing the **5%** risk



Technical failover:
Removes the **18%** failure risk



Fraud optimisation:
Recover **~75%** of false rejections



3DS optimisation: Recover
~75% of failed authentications



Issuing Bank:
Recover **~75%** of declines

Thank You



virgin atlantic

avianca

arajet

LA COMPAGNIE

PLAY

الطيران العماني
OMAN AIR

Southwest

Emirates



RIYADH AIR
طيران الرياض

SUNRISE
airways

AirEuropa

cebu pacific

BEOND

ICELANDAIR

GOL

KM MALTA
AIRLINES