



PAYMENTS
THAT
POWER
EXPERIENCE

INSIGHT —

LAND OF OPPORTUNITY: PAYMENT EXPERIENCE DRIVES CUSTOMER EXPERIENCE.

Welcome to a landmark year in the 'payment experience'. It's 20 years since the patent was awarded to Amazon for its 1-Click checkout.

1-Click made the order payment experience **a whole lot easier** and increased conversions. We no longer needed to hunt down our credit card and enter the numbers. Enter our address. Or go through a bunch of other steps that added friction and frustration.

Apple recognised how advanced Amazon's thinking was, licensing the patent and incorporating it into its iTunes Store when it opened in 2003.

Why? Because it understood the payment experience is an **integral part** of the overall customer experience.

Another company you may have heard of — Uber — went one better, with **absolutely no steps** in its payment and checkout approach. At the end of the ride, users simply get out of the car. Goodbye to fiddling with cash or credit cards in a taxi.

These 'disruptors' — Amazon, Apple and Uber — are delivering **winning payment processes** and customer experience today with decades-old technology. The difference is the experience has been designed around understanding the needs and perspective of the customer. Not based on a company's legacy processes and systems.

SO WHAT HAS THIS GOT TO DO WITH YOU?

For travel intermediaries, there are at least two simple opportunities to improve customer experience through better payment processes.

- 1 Directly influence customer-to-intermediary payments, improving the customer experience at checkout.
- 2 The cumulative indirect impact of improving how you pay suppliers. In fact, B2B payments are probably more important and have more power to change the game. Here's where an enhanced payment solution, like eNett Virtual Account Numbers (VANs), can help you...



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Decisions about supplier payments, and the operating model they force on travel intermediaries, have a direct impact on the number of listings available to customers and on the experience of your staff.

Research[†] shows that both make a big difference to customer experience, which of course has a pretty big say in your business success. For example, travel intermediaries with more listings have **happier customers**, based on analysis of the number of listings and corresponding customer advocacy. It's clear customers want more choice. And that sounds pretty reasonable.

eNett **VANs** enable an increase in the number of listings and the number of suppliers. Leading to happier end customers. While protecting travel agents from increased risks and costs.

EMPLOYEE EXPERIENCE DRIVES CUSTOMER EXPERIENCE.

Employee experience also has a big say in customer experience, even in technology-focused companies like online travel agents (OTAs). Research[†] has shown **positive employee experience** (as shown by Glassdoor ratings) is closely linked to reported customer advocacy for OTAs.

VANs create better employee (and therefore customer) experiences by simplifying, or even better, replacing important but repetitive tasks, like manual reconciliation of supplier payments. Allowing your people to concentrate on **higher value, more interesting** activities, like improving customer experience and driving business results.

An improved customer experience has many financial and operational flow-ons for your business.

Greater customer loyalty, more recommendations and fewer 'negative' interactions.

We've even developed a calculator so you can measure the financial benefits for your organisation.

Generally, customer experience leaders are also **ahead of the curve** in their field. Did we mention Amazon, Apple and Uber?

For more on how eNett's payment solutions drive better business performance, visit www.enett.com/PowerExperience

[†] Experience Counts: an untapped opportunity to drive business performance, 2017