

Customer Success Stories

How easyJet managed the Covid-19 crisis with automated refunds

 voucherify

easyJet



www.voucherify.io



easyJet

Industry: Travel

Size: 10k-15k employees

Location: United Kingdom

Customer since: 2020

Overview:

easyJet is a British low-cost airline founded in 1995. It operates an extensive network of domestic and international flights serving over 150 destinations with over 300 aircrafts at disposal.

As a budget airline, easyJet offers affordable air travel, providing customers with a no-frills travelling experience.

At the beginning of 2019, easyJet launched their new holiday business – **easyJet holidays**. Their holiday booking website offers a range of holiday packages, including flights, accommodation, and transfers to destinations across Europe, North Africa, and the Middle East. Customers can choose from a variety of accommodation options, including hotels, apartments, and villas, as well as activities such as sightseeing tours, spa treatments, and theme park visits.

Overall, easyJet holidays allows customers to book their entire holiday in one place, with the option to customize their package to suit their needs and budget.

The challenge

The launch of the easyJet holiday was soon followed by **the outbreak of the Covid-19 pandemic**, which has had devastating effects on many businesses.

In particular, the travel industry has been among those most challenged by the pandemic. Travel restrictions significantly reduced passenger demand and, in consequence, revenue for airlines and travel agencies. In addition, the fear of contracting the virus caused many people to resign from the holiday offers they had previously purchased, as many were hesitant to travel until the pandemic was under control.

Such decisions resulted in **cancelled flights and package holidays**, exposing the travel industry members, including easyJet holidays, to severe financial losses. Additionally, the ever-changing nature of the Covid-19 virus and the governmental policies that come along with the pandemic prevention have made it difficult for the travel industry to operate on a stable basis.

EASYJET NEEDED A SOLUTION THAT COULD:

1

Process refunds and incentivize customers to return once the restrictions are lifted.

2

Introduce a new product responsible for handling the astronomical number of holiday cancellations.

3

Be quickly implemented to effectively manage refunds and automate them quickly.


Why Voucherify?

easyJet holidays found Voucherify to be the perfect solution to their critical challenges due to the following reasons:

- ✔ Detailed description of features with the complete API documentation.
- ✔ Vertical and horizontal scalability and other enterprise-first features.
- ✔ High security level and an API status page with live updates.
- ✔ Transparent and affordable pricing.

Moreover, as Voucherify is a RESTful, API-first SaaS, it integrated seamlessly with easyJet holidays e-commerce structure. After finding Voucherify and participating in a few demos, the easyJet team built a POC that led them directly to the implementation phase.

The complete integration with Voucherify (using .netcore SDK and React on the frontend) took approximately **12 weeks**, from the initial contact with to the very first refund processed with the Voucherify API.

 We were super pleased with the Voucherify functionality and could clearly see how this is something we could potentially get up and running within a six to eight-week time period.

Paul Curtis
CTO at easyJet



Effective campaign management

Voucherify's infrastructure also allowed easyJet holidays for **easy campaign management and tracking of results**. With the status update page, the system's performance could be constantly monitored, ensuring the effectiveness and continuity of campaigns.

Voucherify's status update page is very good in giving us a real-time view on the performance of the system – any slowdowns or bottlenecks are immediately called out on that page.

Paul Curtis
CTO at easyJet

Furthermore, thanks to Voucherify's swift **validation and redemption API**, easyJet holidays was instantly notified when the gift voucher was redeemed. That way, the business was secured from a scenario in which a customer requests a cash payment only to use the gift card cash a minute later, taking advantage of unsynchronized data systems.



Campaign examples

To accommodate customers who could not travel due to Covid-19 and maintain liquidity, **easyJet used gift cards for rebooking holidays at a later date**. This allowed the brand to retain its customers without being exposed to significant financial losses.

To ensure new customers flowing in, the company also used Voucherify to create an **email discount coupon campaign** where £100 was issued to customers who have not used easyJet holidays yet. As the travel industry inevitably slowed down during the pandemic, the goal of implementing discount coupons was to incentivize customers to make future travel decisions.

Customers could use their vouchers to book a new holiday within a certain time frame, giving them flexibility and peace of mind during an uncertain time. In addition, the partnership with Voucherify allowed easyJet to efficiently manage a large volume of voucher requests while ensuring each customer received a unique code that could only be used once.

Additionally, as Voucherify does not place limits on the number of customers and gift cards that a business manages, their campaign capacity could be **readjusted in size and volume** according to the company's needs.



Promotion scenarios

With many travel companies competing for a limited pool of customers, especially after the global pandemic, promotional campaigns can help those businesses to stand out and remain competitive. By offering attractive promotions, travel agencies can secure bookings and maintain the flow of revenue. Most easyJet promotional campaigns are year-long. Currently, easyJet operates two types of codes:

1

Gift cards are issued in various amounts: £100, £200, and £1000, and used to pay for reservations of particular package holidays. The metadata that Voucherify receives contains information about the reservation, such as its number, country, hotel name, and more.

2

Discount codes are used both as part of campaigns and as standalone codes. Vouchers store metadata containing information about the source, the agent which sends the code, the currency in which the voucher is issued (if it is a gift card), and the booking number of the reservation. All the codes are exported from Voucherify and then distributed.

Within a single promotional campaign, easyJet labels its codes in three different ways dependable on what is the reason for sharing a given code with a client. This allows for **efficient campaign management**.



Goodwill category



Refund category



Promotion category

Results

The cooperation between easyJet holidays and Voucherify during the pandemic helped the travel agency maintain customer satisfaction and loyalty by providing a convenient and flexible **gift card refund solution** for those who were unable to travel.

With Voucherify, easyJet holidays was able to overcome all the initial challenges associated with creating automated refunds for their customers and maintaining business continuity. As a result, the company achieved tangible results and avoided customer dissatisfaction and financial losses.

1

The time-to-market was took 12 weeks

2

Discount vouchers were sent to over 1 million easyJet customers

3

Thousands of refunds were processed automatically to gift cards

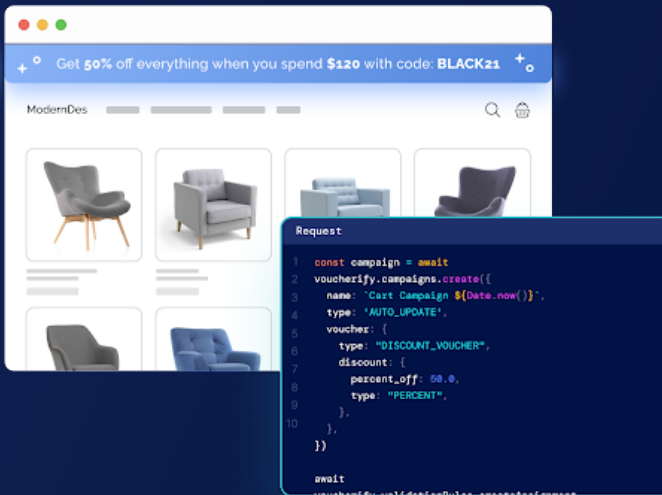
4

Gift card refunds prevented heavy financial losses from cancellations



Switch to an API-first Promotion Engine

Contact sales for a personalized demo or **sign up for a free trial** and give Voucherify a try. You have 30 days to test your unique ideas for promotions and feel the power of a new cross-channel experience created with incentives. You can also prolong the trial during the integration or go for the free plan when your platform usage is low.



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