



Worldpay improves transaction acceptance rates by 39% for HK Express

Working together to achieve great things

HK Express made Worldpay their payment partner of choice and here's why...

Well-connected:

HK Express were keen to work with a payment provider that had pre-existing connections with key partners in the industry. As a leader in airline payments, Worldpay is experienced and has integrations with a number of important technology providers making the process simple and suitable.

Global reach:

Worldpay offers transaction currencies in all of HK Express' key destinations, helping them to increase conversions and reach more customers. Worldpay's research on the online payment journey shows that nearly 25% of customers would abandon a travel booking at checkout if their local currency wasn't available.

First class support:

Worldpay is the world's leading airline acquirer. With a dedicated airline relationship team based in Singapore and wider teams in London, HK Express receives sector-specific payment support around the clock.

The results say it all:

Since working together, Worldpay has helped improve HK Express' acceptance rates by 39%! With the support of Worldpay's acquiring and gateway services HK Express is now accepting more 'good' transactions - a great achievement.

What did HK Express need?

HK Express were looking for a payment partner that offered a wide choice of transaction currencies to attract their target market.

They needed a provider with vast experience in the airline sector and specific connections with their existing partners - Worldpay was the ideal choice.

The results

Since 2014, Worldpay has taken an active role in helping HK Express to improve the online payment experience it offers customers. Worldpay has supported HK Express' plans to enter new markets by providing the right transaction currencies in key destinations.

With the help of Worldpay's Singapore-based team and their London headquarters, HK Express has seen its transaction acceptance rates improve dramatically by 39% - this is just the beginning of what is to come.

"The partnership between HK Express and Worldpay is a great example of how our deep airline payments expertise and strong support model can be leveraged to help expand a carrier's customer centric business model online."

Phil Pomford
Vice President of Relationship
Management APAC
Worldpay

"Worldpay provides outstanding care and support to help HK Express acquire in a number of currencies smoothly. Worldpay helped us to offer our customers a world-class payment experience as part of the online booking process."

Simon Gu
General Manager, Finance & Legal
HK Express

"HK Express has achieved significant year-on-year growth in terms of passenger numbers. We are proud to be a part of their success and growth."

Judith Loh
Relationship Manager
Worldpay



About HK Express

HK Express is Hong Kong's first and only low-cost carrier (LCC). Focusing on low fares and on-time reliability, HK Express has brought true competition to the Hong Kong market and surrounding region.

With its first flight on October 27th 2013, HK Express has added many new destinations to its route portfolio. At present, HK Express flies to destinations around Asia including top cities in Japan, Korea, Thailand, Taiwan, China, Cambodia and Vietnam.

We would love to hear from you. If you have any questions worldpay.com/airlines