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VANILLA AIR BRINGS WORLDPAY ON BOARD TO SUPPORT INTERNATIONAL GROWTH IN EAST ASIA



What did Vanilla Air need?

As Vanilla Air looked to become the first Japanese low-cost carrier (LCC) to have a major presence in Southeast Asia, it sought Worldpay's global expertise in payments to support its growth into new markets such as Taiwan, Hong Kong, Vietnam and the Philippines. The carrier chose Worldpay due to their unrivalled experience in payments for the airline industry.



Here's how Worldpay has helped Vanilla Air?

More payment types

Vanilla Air now takes payments via every popular payment method and platform in the region, including Alipay, UnionPay, Diner's Club, American Express, and Discover. As a result, Vanilla Air has already seen passenger numbers rise.

Best in class tools

Vanilla Air also uses Worldpay's online reporting tool which has advanced Business Intelligence capabilities and gives the carrier a full overview of payment activity and acceptance rates for all payment methods and currencies, while also enabling the airline to find quick answers to ad-hoc queries.

A first-class booking process

To create a seamless online booking experience, Vanilla Air integrated to the Air Black Box booking platform via Worldpay. This platform makes it easy for passengers to book multi-route flight tickets with Value Alliance member airlines, and pay with a single transaction.

Efficient fraud prevention

Worldpay offers robust fraud screening through its RiskGuardian service, which detects and prevents fraud in real-time, and has been instrumental in maximising transaction acceptance.

A trusted advisor

In addition to seamless payment processing and chargeback management, Worldpay supports Vanilla Air with real time data analytics packed with actionable insights to help them make clear decisions and optimise operations. With on-the-ground support in Tokyo and offices around the world, Worldpay provides Vanilla Air with a complete global payment service.

Sector knowledge

As a payment partner with more than 25 years of experience in the industry, Worldpay's expertise helps Vanilla Air to make the most of their payment strategy. With a dedicated airline payments team on-hand, Worldpay shares sector research, trends, industry news and support.

“Thanks to Worldpay, we now have a sophisticated, comprehensive and scalable payment service that enables us to target travellers in every market, and to accept bookings no matter the currency or payment method involved.”

Shinji Sakurai,
Finance Director at Vanilla Air

“We are delighted to be able to support Vanilla Air’s growth ambitions, as they continue to establish themselves as Japan’s first airline with a major presence in South East Asia. A tailored payments strategy has been instrumental to the brand’s success.”

Lutfillo Yuldoshev,
Business Development Director at Worldpay

“Worldpay has enabled us to increase sales and protect us from the costly headache of fraud, while its business intelligence tool gives us uniquely valuable insight so that we can continually improve our operations.”

Shinji Sakurai,
Finance Director at Vanilla Air



About Vanilla Air

Vanilla Air is the low-cost carrier 100% owned by ANA Holdings, Japan’s biggest airline group. Having its base at Narita Airport, Vanilla Air covers both domestic and international routes which includes Taiwan, Hong Kong, Vietnam, and the Philippines. In May 2016, Vanilla Air and 7 LCCs in APAC region formed the world-largest LCC alliance “Value Alliance”.



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