

LoungeKey™ Digital:

Cardholder Journey



Enhancing the digital experience

Introducing LoungeKey Digital, offering a suite of new customer experience features ...



Digital membership card

Cardholder access to the lounges using the app – no need to save passes, cardholder simply scans QR code at point of entry.



A complete airport experience

Cardholder access to lounge alternatives and over 800 dining, shopping and spa discount offers redeemed via the app or saved in the cardholder's account to be used later.



Visit entitlements

Real-time visit entitlement updates indicating how many visits a cardholder has used and how many they have left.



Visit history

Visit history indicating lounges cardholders have visited, number of guests and price paid.

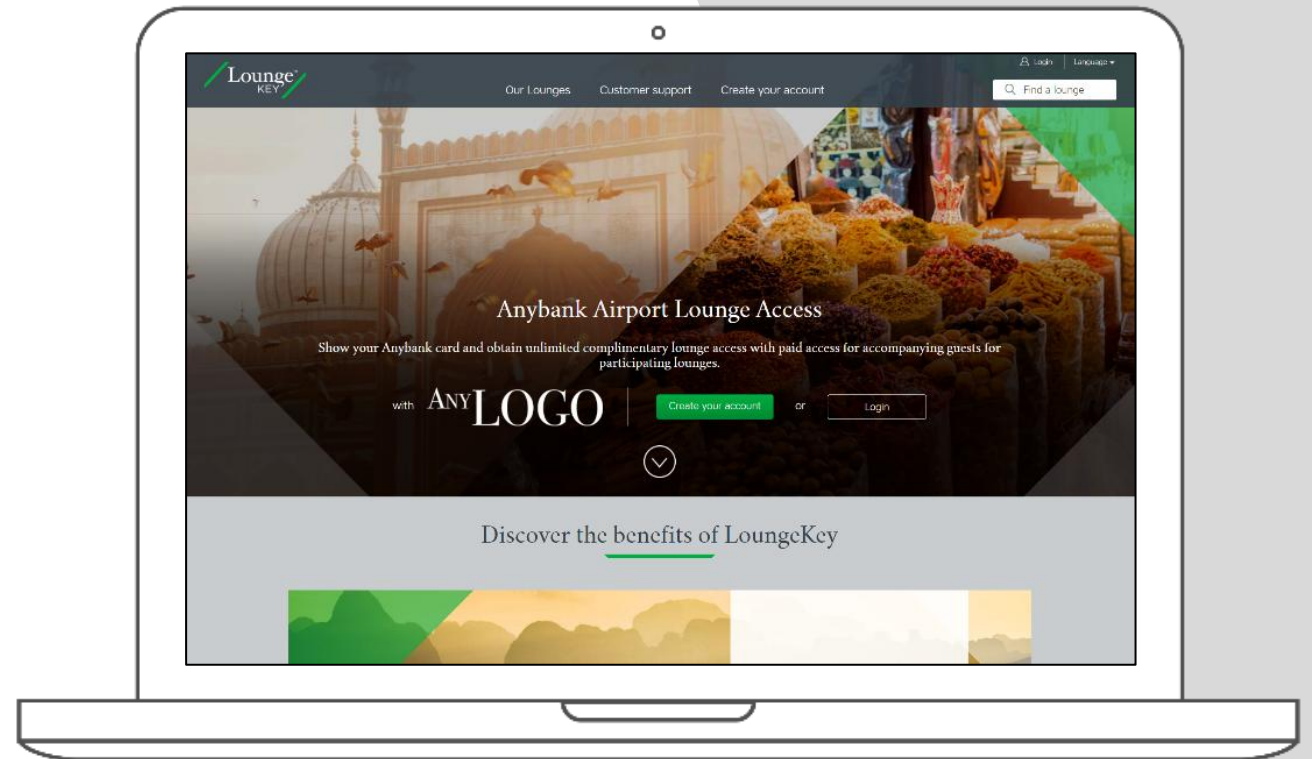


The website

Homepage

From the homepage cardholders can:

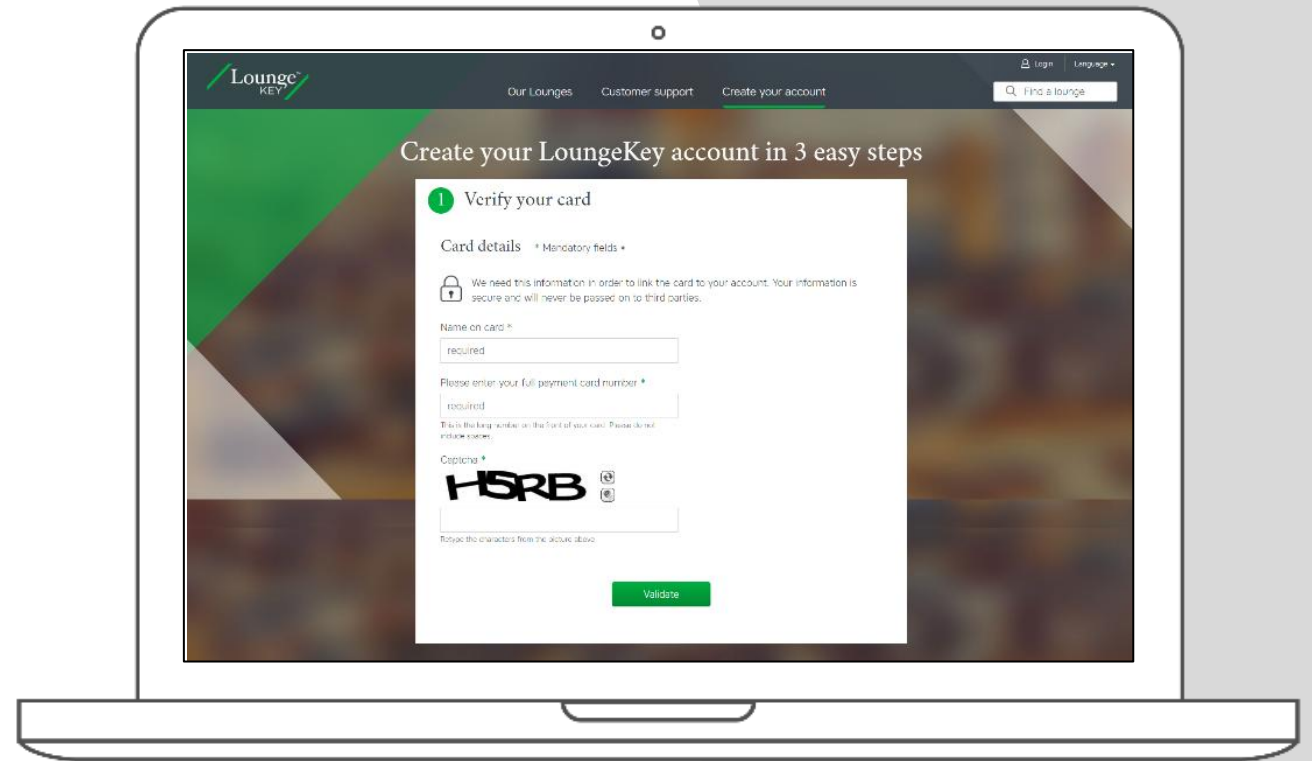
- Create their account
- Login to access Visit History and Personal Details
- Find lounges in their programme



Online registration

Cardholders need to create an online account (username and password) to use the app and access their account online.

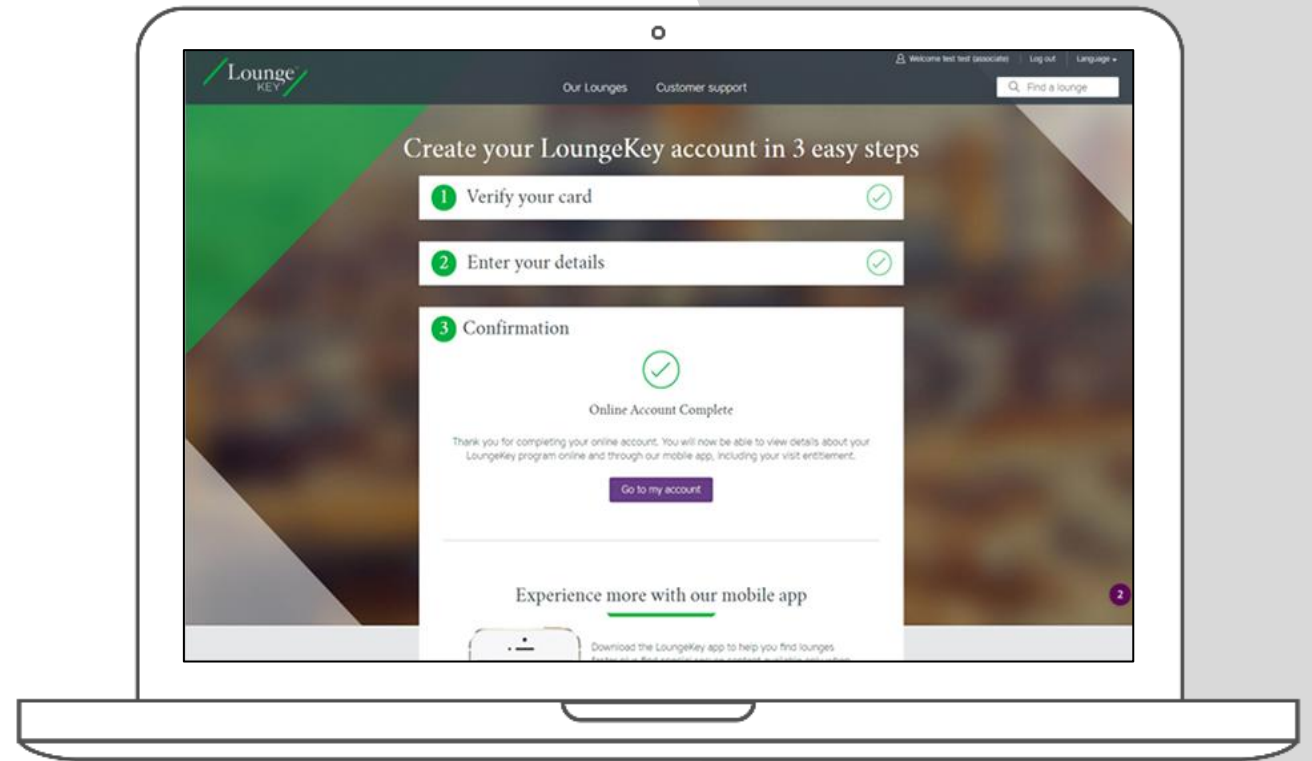
Cardholders can then use their online account to search through lounges available in their programme. This is achieved through a programme eligibility validation process after the cardholder enters their payment card details, which will verify their eligibility.



Online registration (cont.)

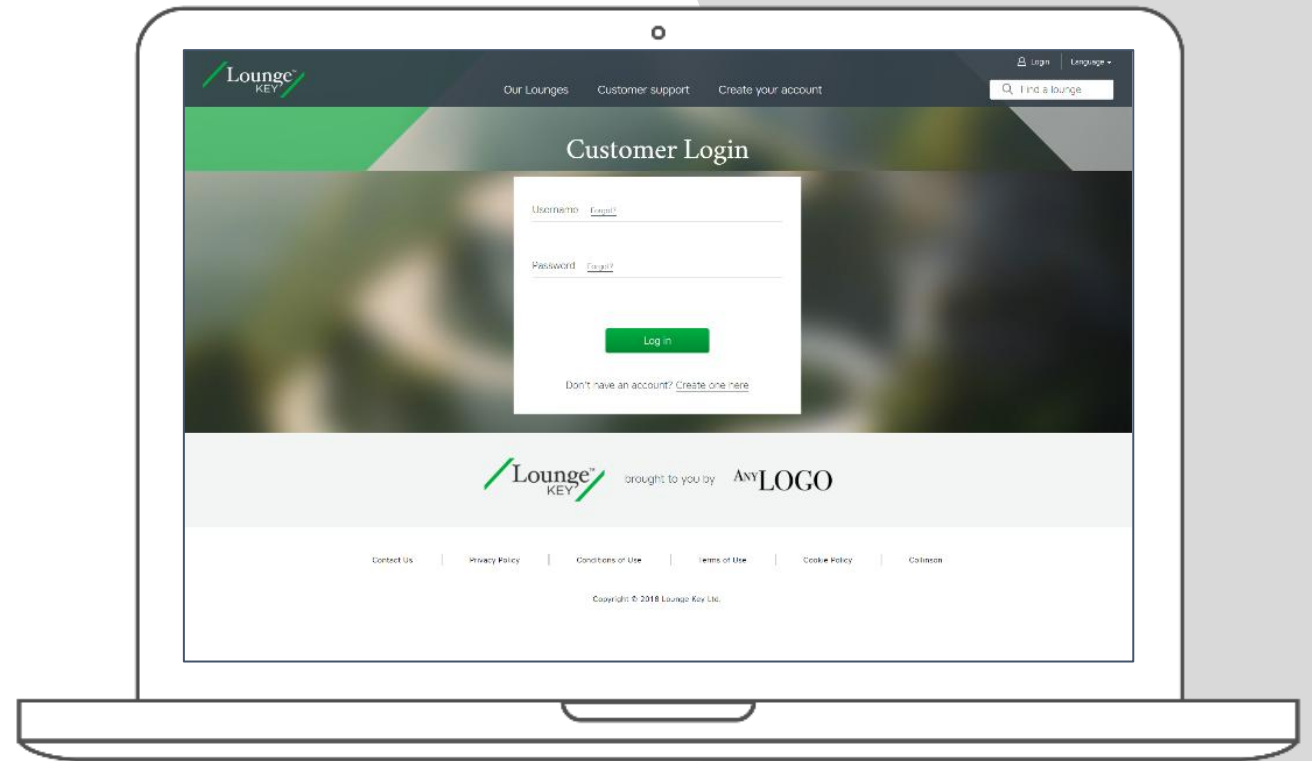
Once payment card details are verified, cardholders are asked to provide Personal Information, Account Details and Preferences.

Once all fields are successfully populated, a confirmation tab will appear informing the cardholder that their online account is now created and details of their programme can be found both online and in app.



Login details

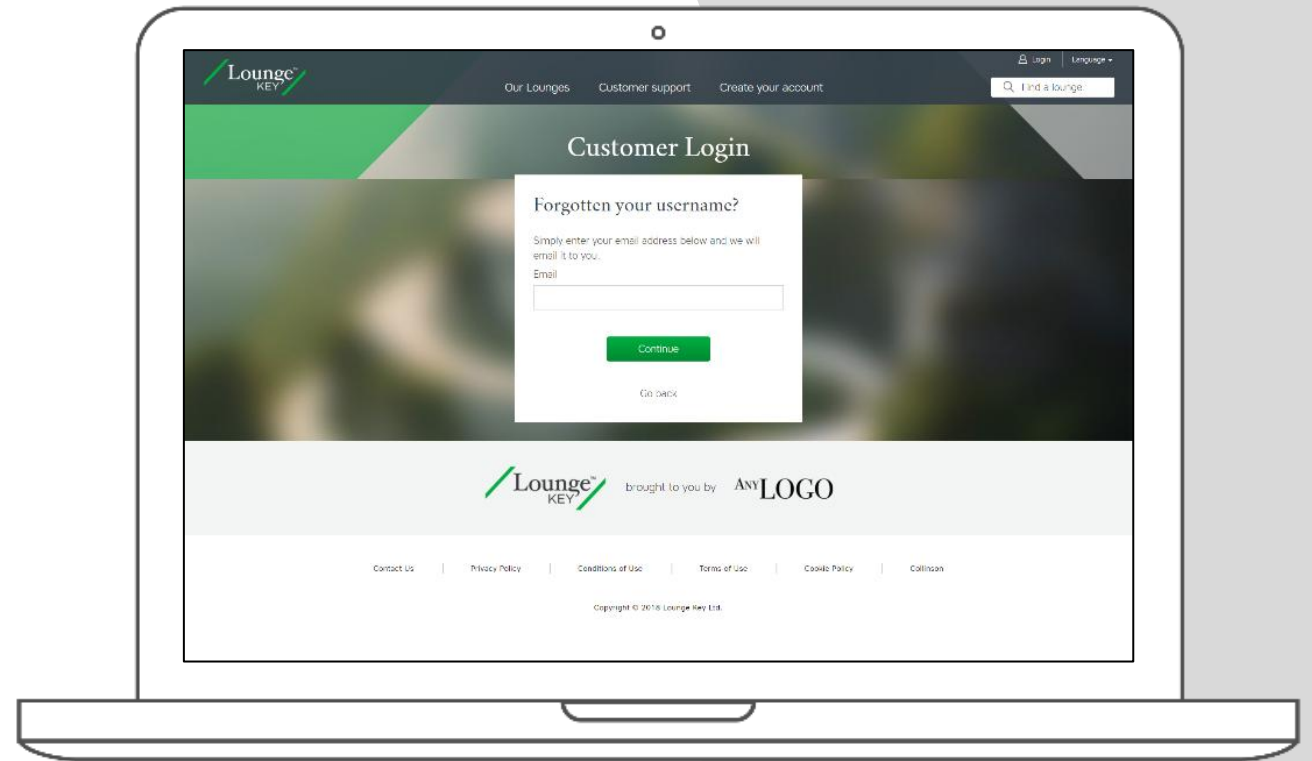
Upon completion of the registration process, cardholders can go to the Login tab and enter their newly created username and password to access their dashboard and lounge programme details.



Reset or forgotten login details

From the Login tab, cardholders can click on 'Forgot?' next to username or password to have their login details emailed to them if they have lost, forgotten or misplaced their username and password.

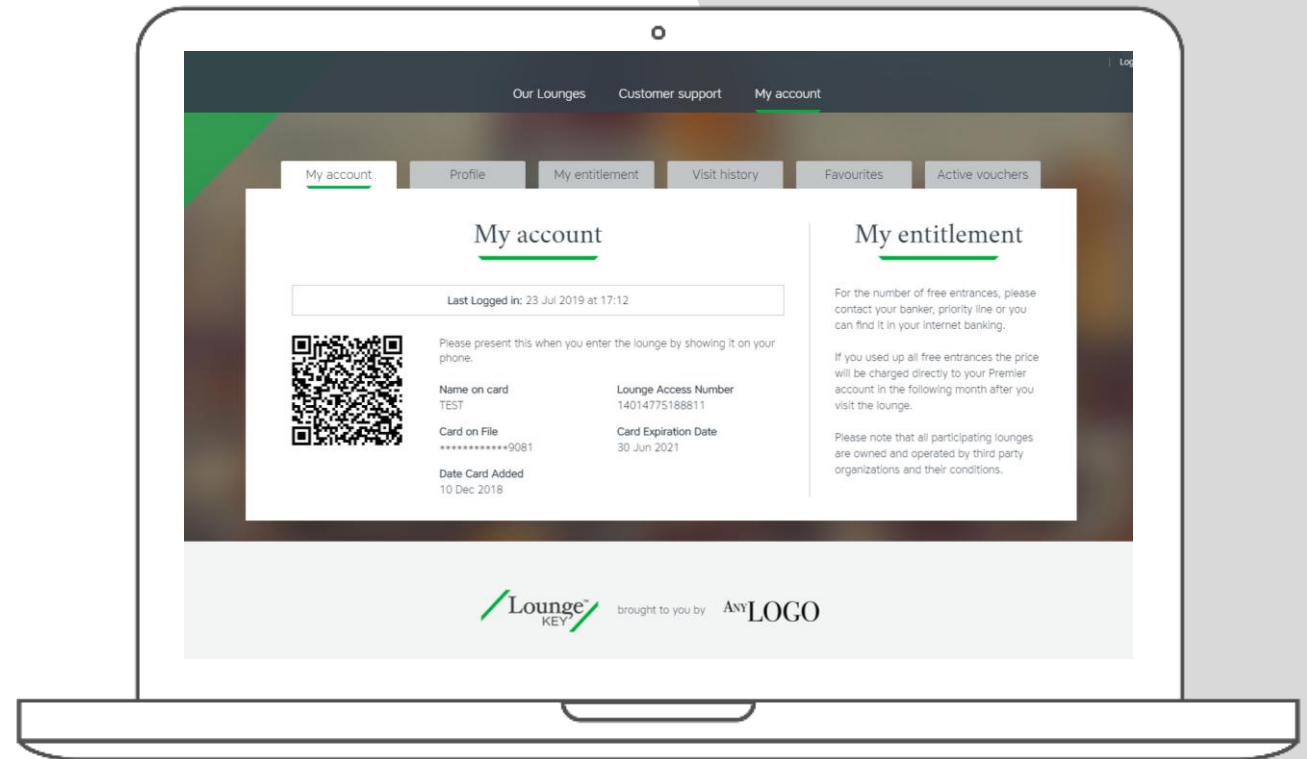
These details will be sent directly to the user via the email they used when registering. If cardholders forget their username they will need to contact their issuer, who will contact LoungeKey, to have the account reset.



My Account

Cardholders can log in to "My account" and view their QR code and see text that the Issuer can customise

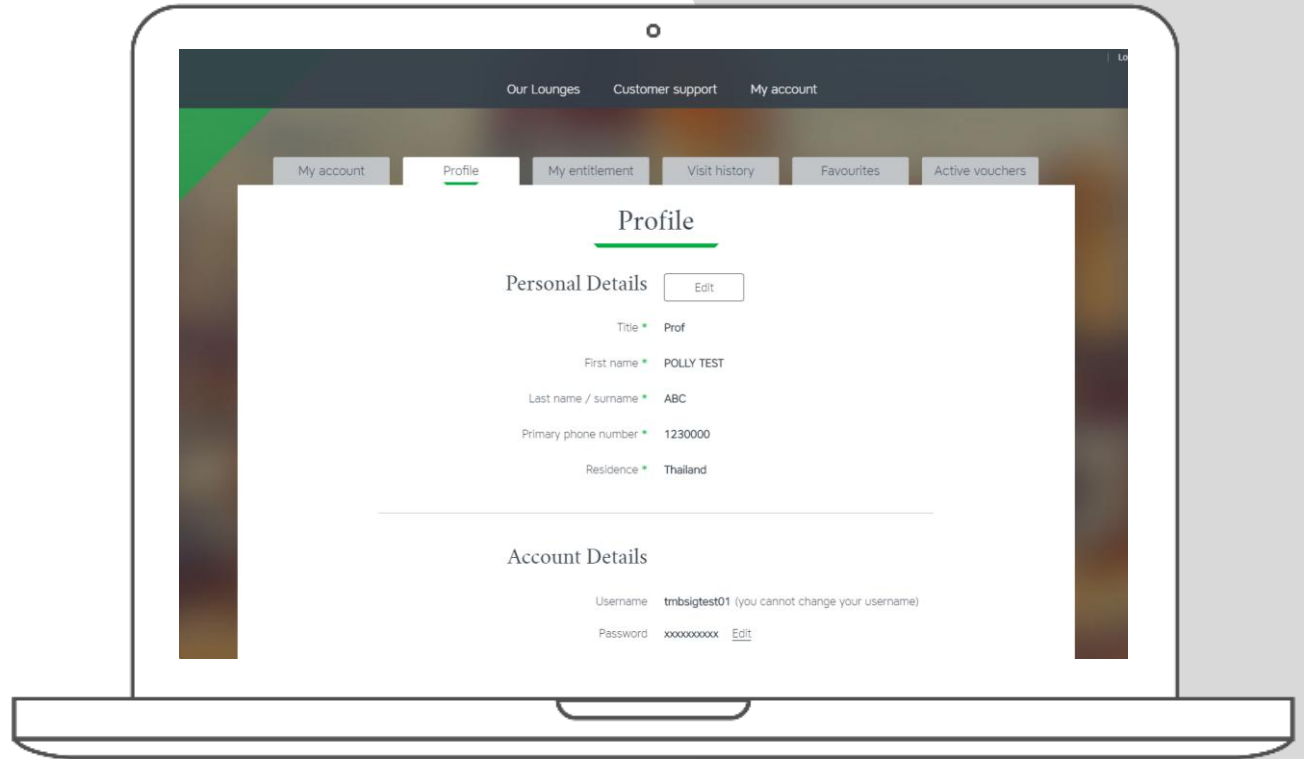
- Name on card
- Card on File
- Date Card Added
- Lounge Access Number
- Card Expiration Date



Profile

Cardholders can log into the 'Profile' section to access their information, including:

- Personal Details
- Account Details
- Card Details
- Communication Preferences

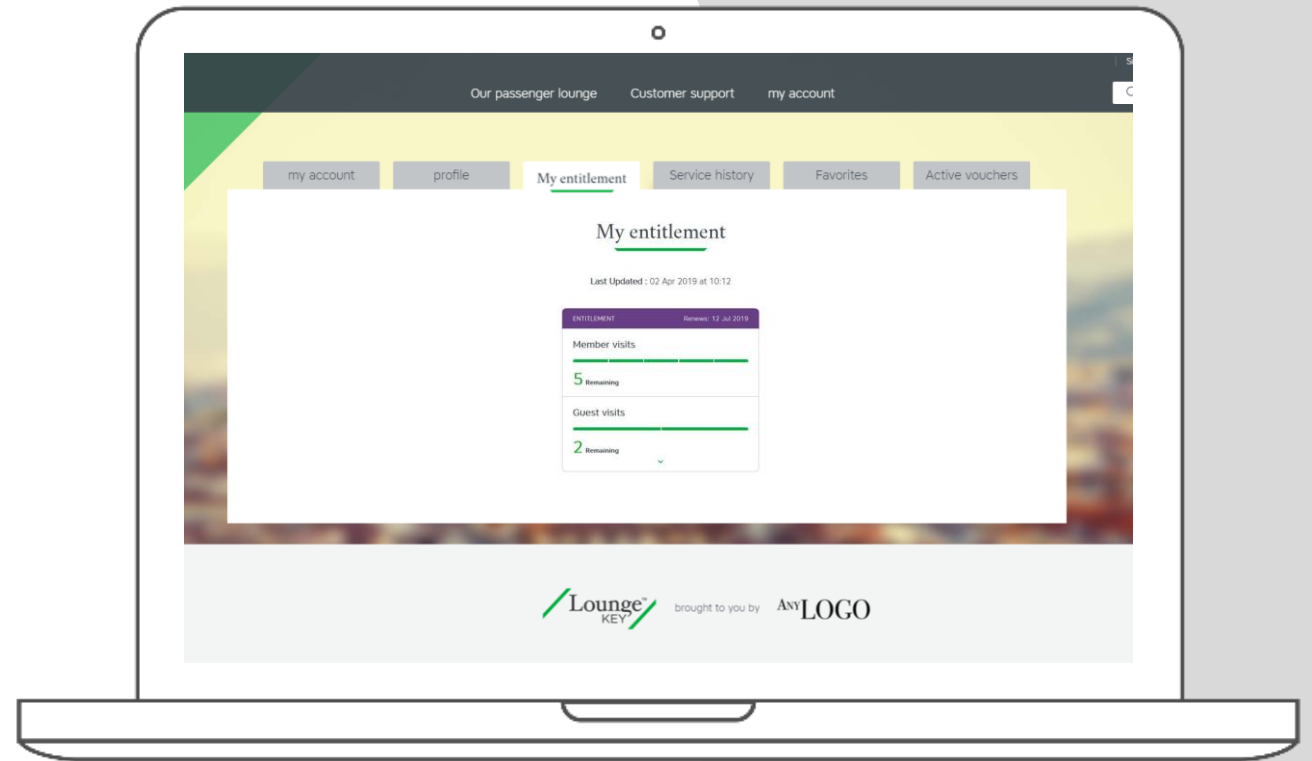


Real-time entitlement

Separate Member/Guest allocation

Cardholders can view a variety of information on their dashboard. Click on the 'My Account' menu tab to view:

- The number of complimentary lounge visits allocated to cardholder's programme
- Allocation for member and guests is shown where allocation is separate

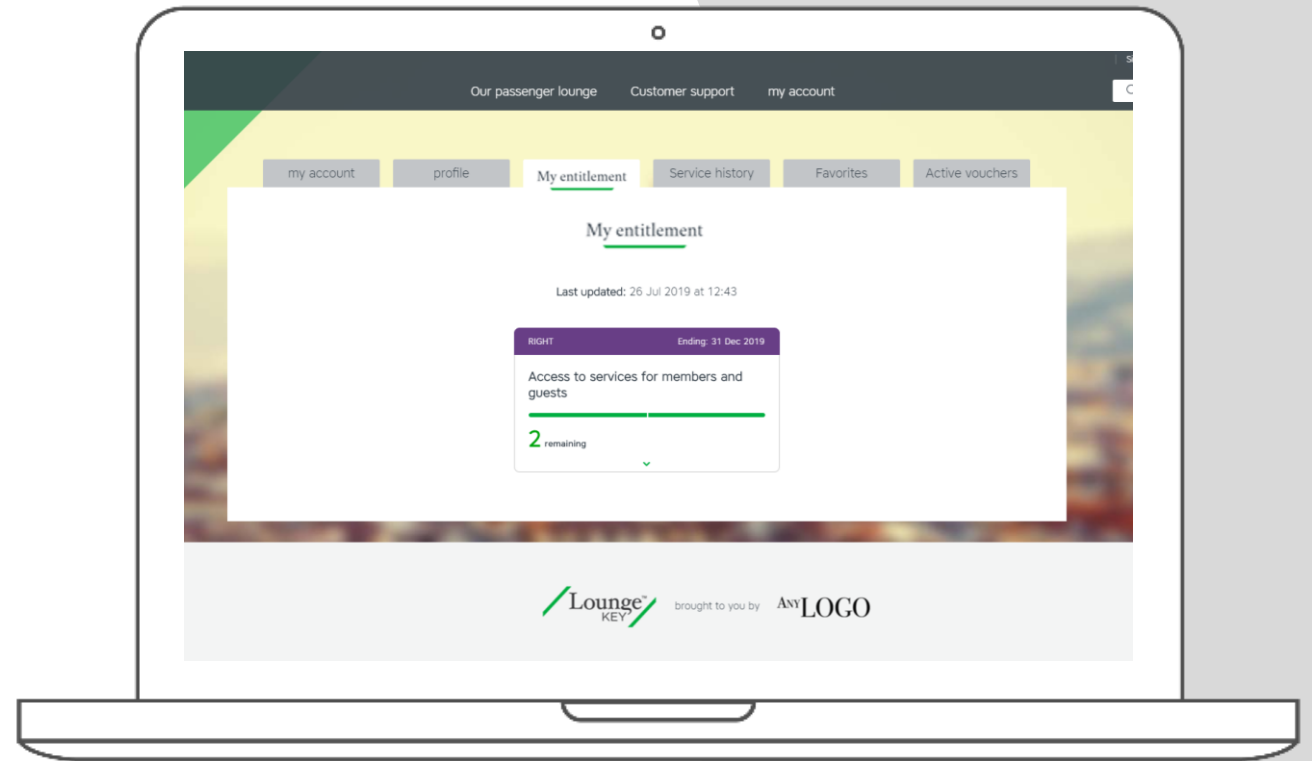


Real-time entitlement

Shared Member/Guest allocation

Cardholders can view a variety of information on their dashboard. Click on the 'My Account' menu tab to view:

- The number of complimentary lounge visits allocated to cardholder's programme
- Allocation for member and guests is shown where allocation is shared



Visit history

Cardholders can access their 'Visit History' to check:

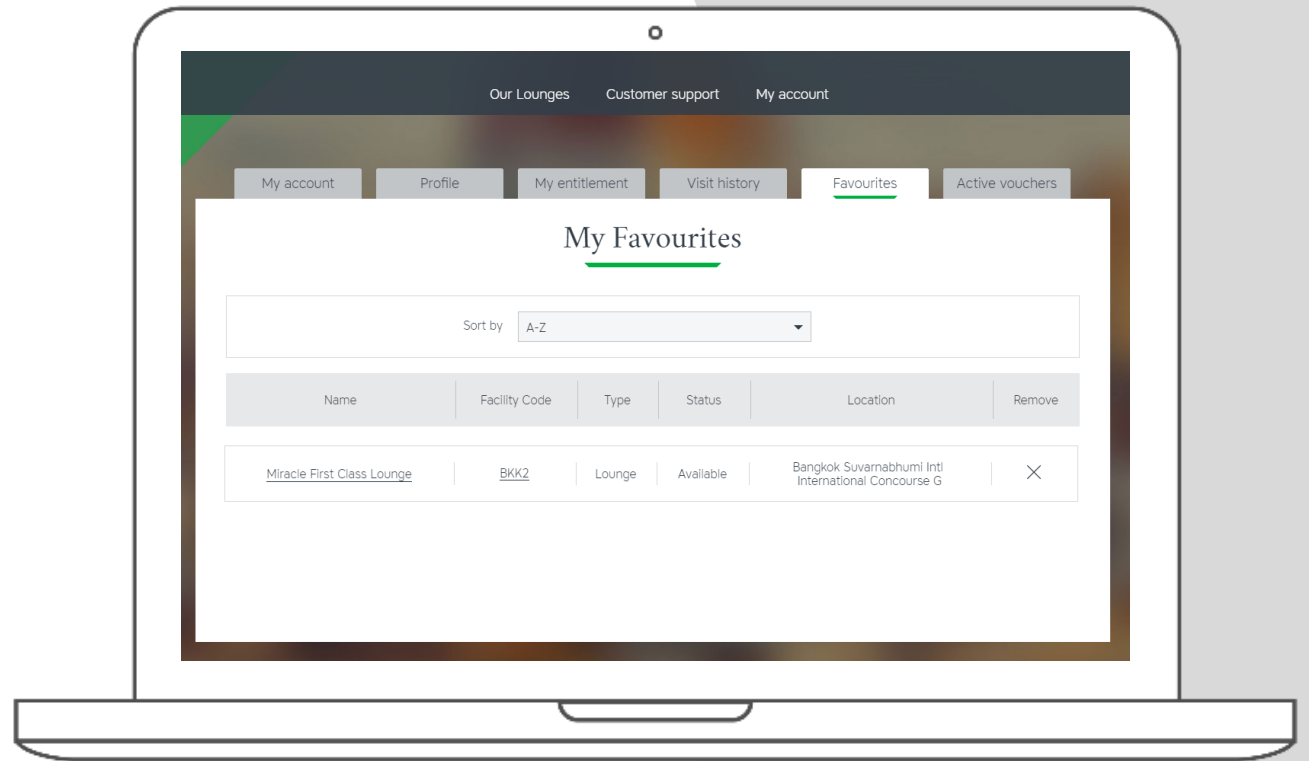
- Date
- Facility Code
- Total cardholder & guest visits
- Guest visits
- Inclusive visits used
- Visits paid for by cardholder
- Total cost and receipts
- Reference number
- Data processed

The screenshot shows a web interface for 'Visit History'. At the top, there are navigation links: 'Our Lounges', 'Customer support', and 'My account'. Below these are tabs for 'My account', 'Profile', 'My entitlement', 'Visit history' (which is active), 'Favourites', and 'Active vouchers'. The main heading is 'Visit History'. A note states: 'Please note that it can take typically within 3-5 days for lounge visits to appear here. We only store visits for the last 18 months.' Below the note, it says 'No visits found.' A table displays visit data:

Visit date	Facility code	Total customer & guest visits	Guest visits	Inclusive visits used	Visits paid for by you	Total cost	Reference number	Date processed	More options
22/09/2016	ABE	4	3	1	3	GBP 151.5	abe160...	22/09/2016	▼
22/09/2016	ABE	3	2	1	2	GBP 101	abe160...	22/09/2016	▼
22/09/2016	ABE	1	0	1	0	0	abe160...	22/09/2016	

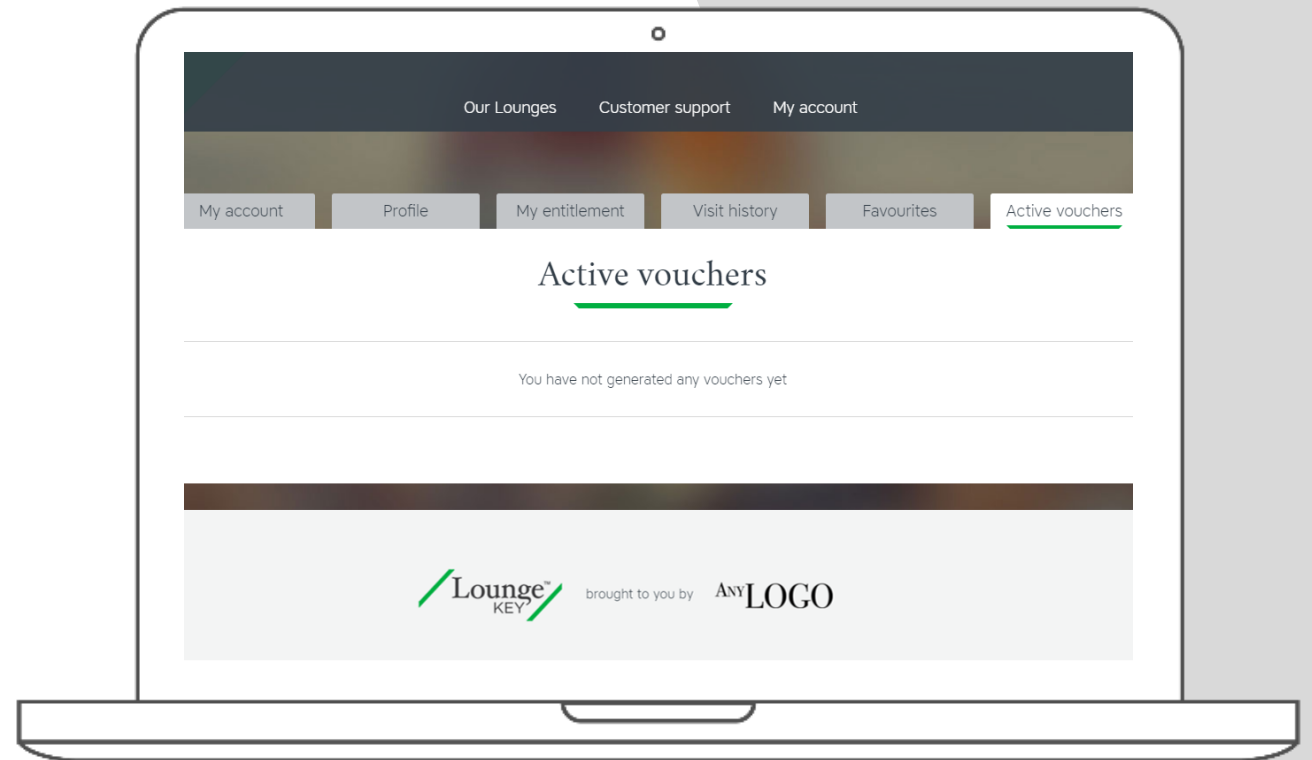
Favourites

Cardholders can save their Favourite lounges or offers to this part of their profile



Active Voucher

Here Cardholders can see any discount vouchers they have generated to use at participating merchants

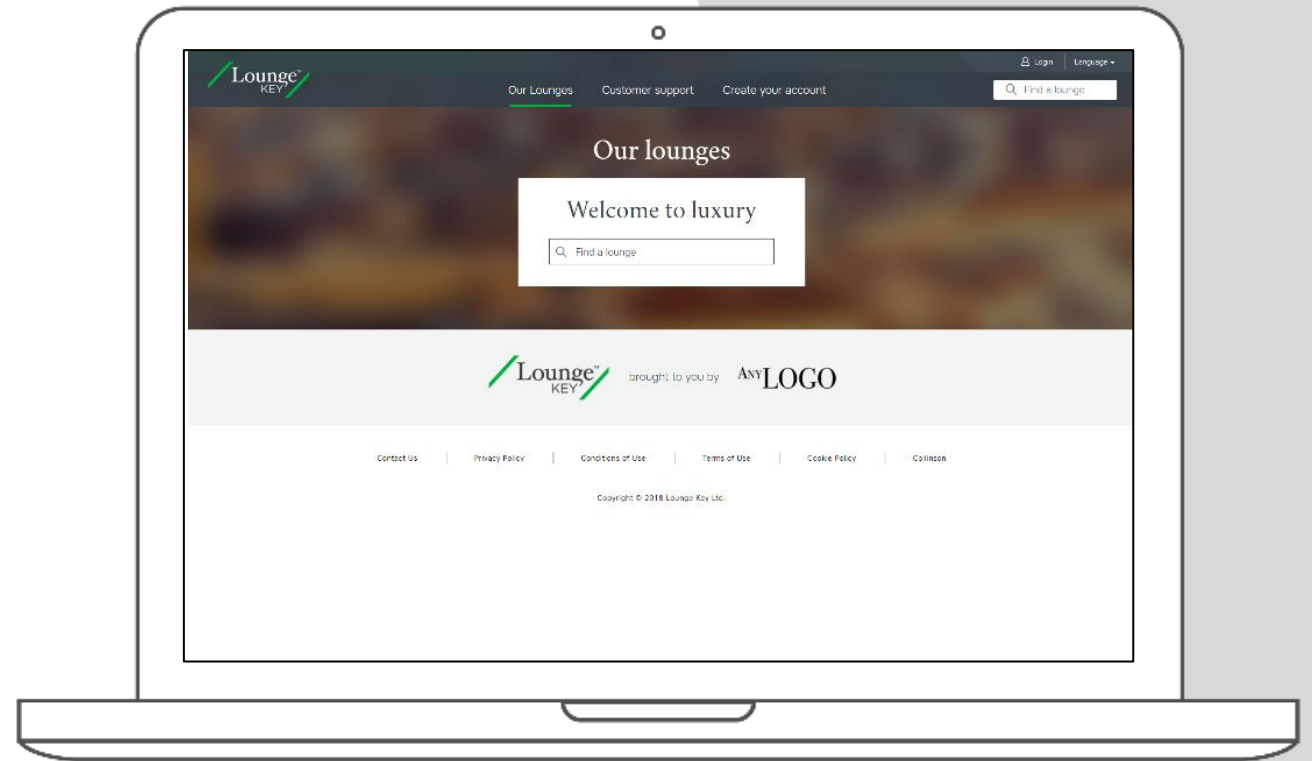


Lounge finder



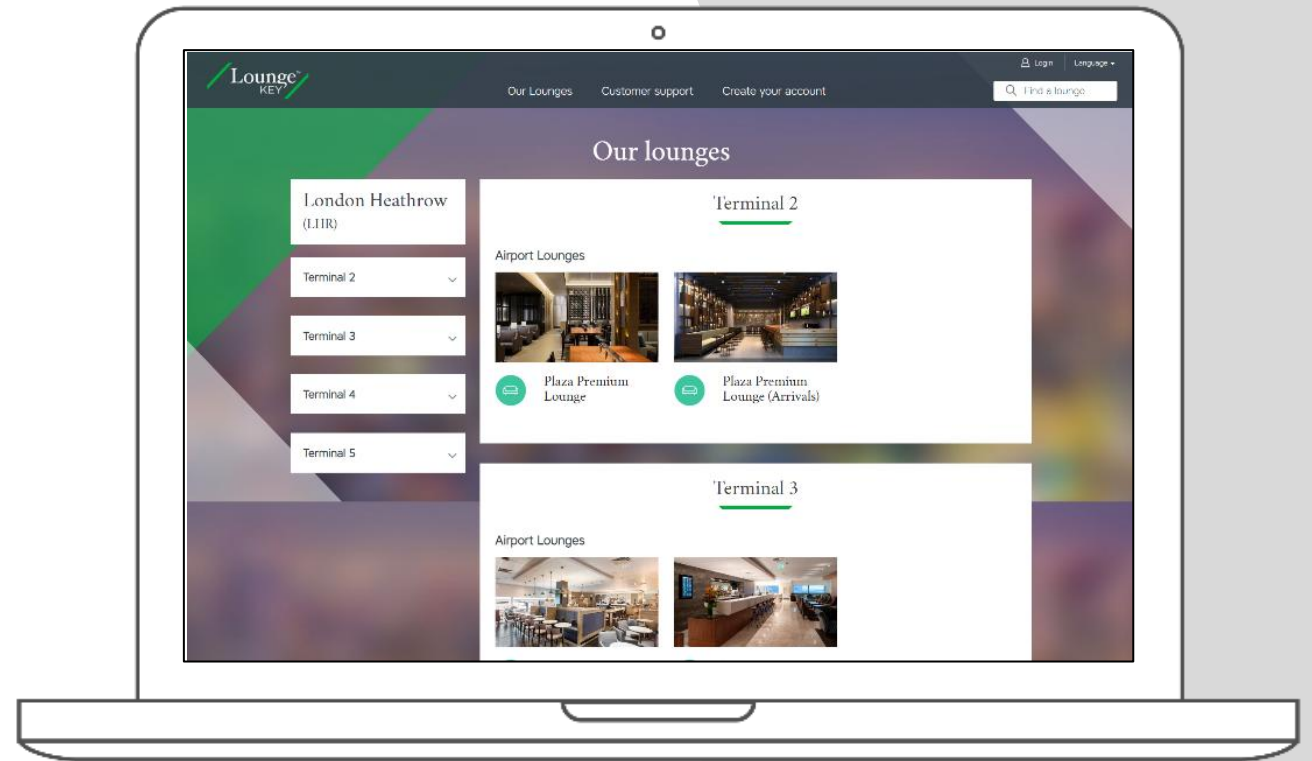
Cardholders can search for lounge information of their programme by:

- Country
- City
- Airport
- Airport Code



Lounge results

Cardholders can find the list of lounges available to them and can filter them by lounge.



The mobile app

Registration



Step 1

The cardholder is invited to download the LoungeKey app and installs it on their smart device, accepting the Terms of Use and permissions requested



Step 2

The LoungeKey app splash screen is loaded



Step 3

The cardholder is directed to the login screen where they can create a LoungeKey account



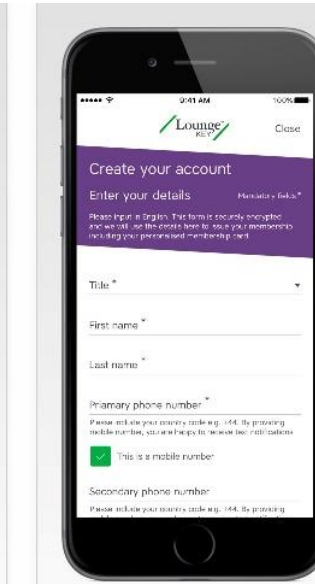
Step 4

The cardholder is directed to the create account page where they enter payment card information which ensures they are registered under the correct deal



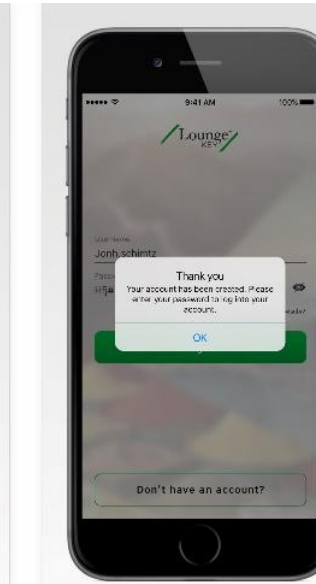
Step 5

The cardholder validates their payment card information



Step 6

The cardholder enters their personal details, chooses a username and password and sets their communication preferences



Step 7

The new LoungeKey user completes the registration process and is directed to the login screen with their username prepopulated

Log in to app



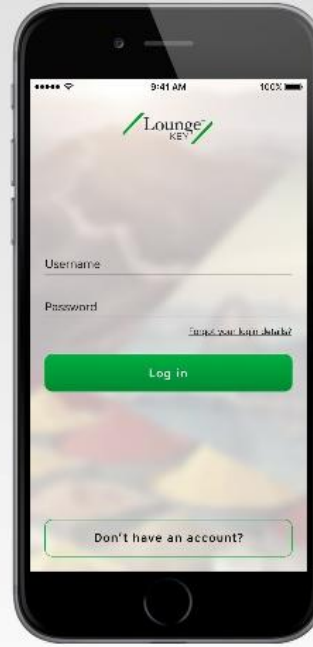
Step 1

The user launches the LoungeKey app from their smart device



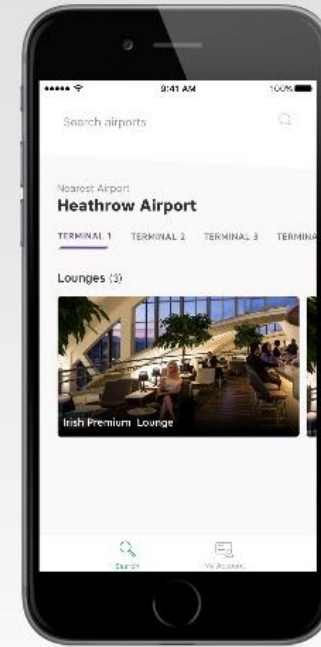
Step 2

The LoungeKey app splash screen is loaded



Step 3

The user is directed to the login screen and enters their username and password



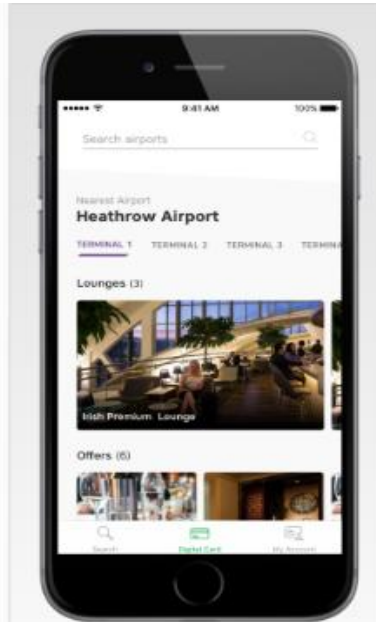
Step 4

The user is directed to the home screen, where they can see lounges at their nearest airport or use the search functionality to find lounges elsewhere

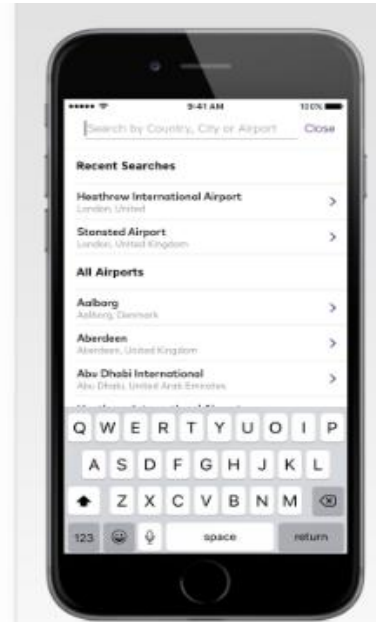
Lounge Search & Digital Membership Card



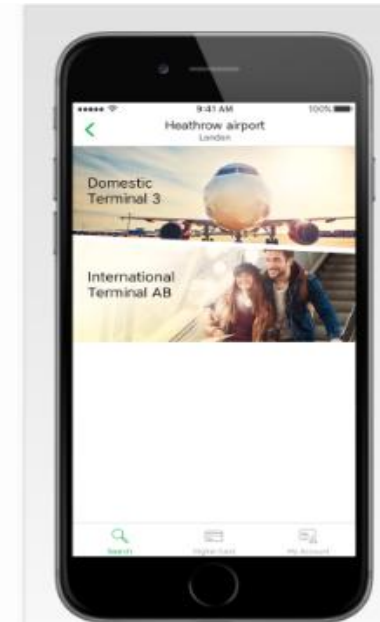
Step 2
The LoungeKey app splash screen is loaded



Step 3
The user is directed to the home screen, where they can see lounges and offers at their nearest airport or use the search functionality to find lounges and offers elsewhere



Step 4
The user searches for lounges or offers in a given airport



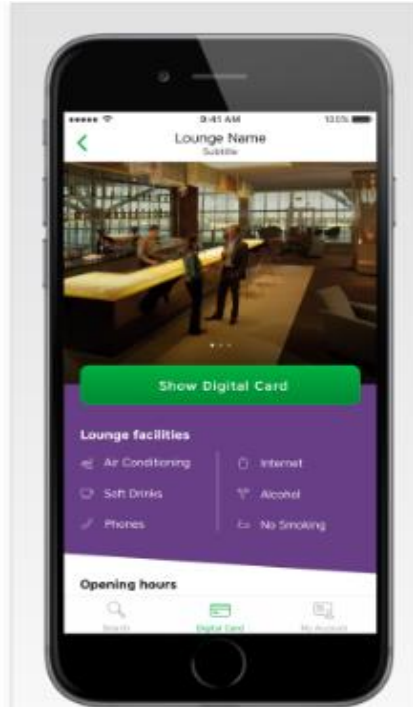
Step 5
The user is displayed with a list of airport terminals that have available lounges or offers

Lounge Search & Digital Membership Card contd.



Step 6

The user is displayed with a list of lounges and offers at the selected terminal and can scroll through to find one they like



Step 7

The user can view the lounge of their choice and see the amenities, opening hours, location and conditions



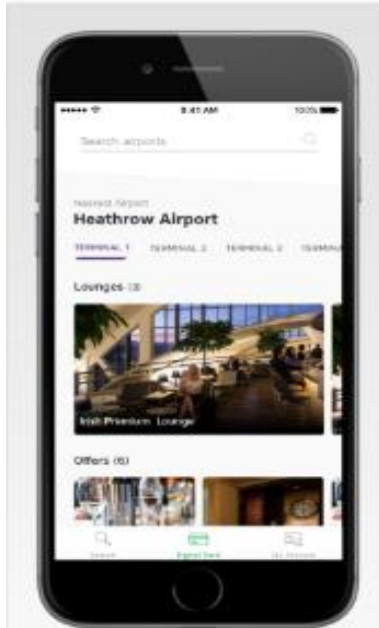
Step 8

The user can click on the 'Show Digital Card' button to open up their digital QR code which they can use to gain instant access to the lounge

Digital membership card is scanned at point of lounge entry.

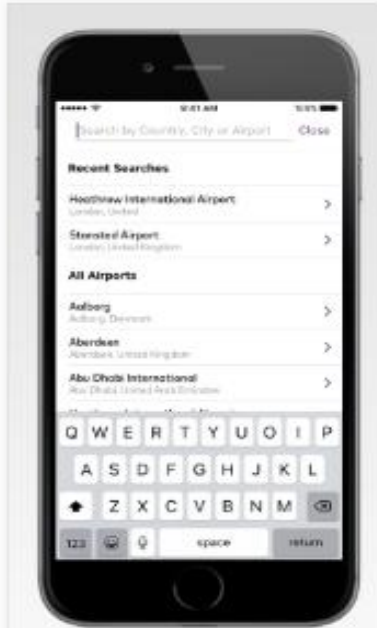
Instantaneous update of visit history and visit entitlement.

Offer Search



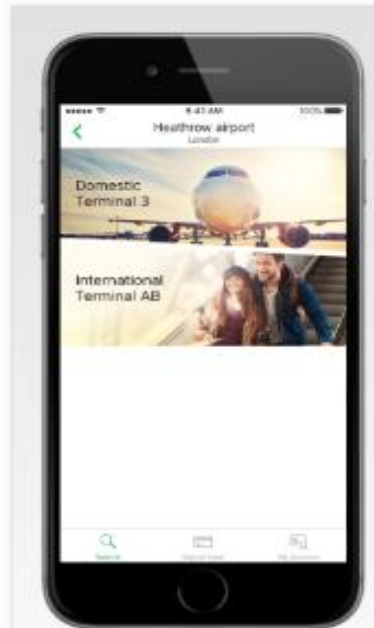
Step 3

The user is directed to the home screen, where they can see lounges and offers at their nearest airport or use the search functionality to find lounges and offers elsewhere



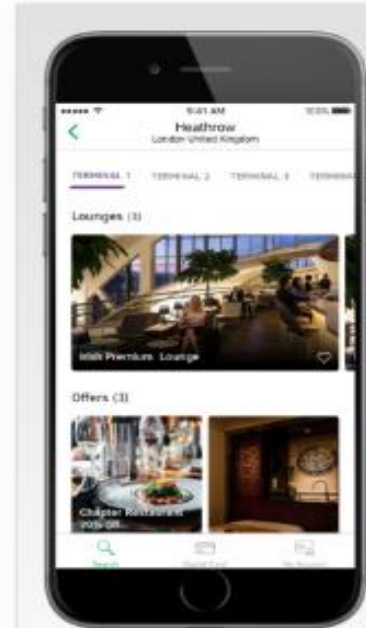
Step 4

The user searches for lounges or offers in a given airport



Step 5

The user is displayed with a list of airport terminals that have available lounges or offers



Step 6

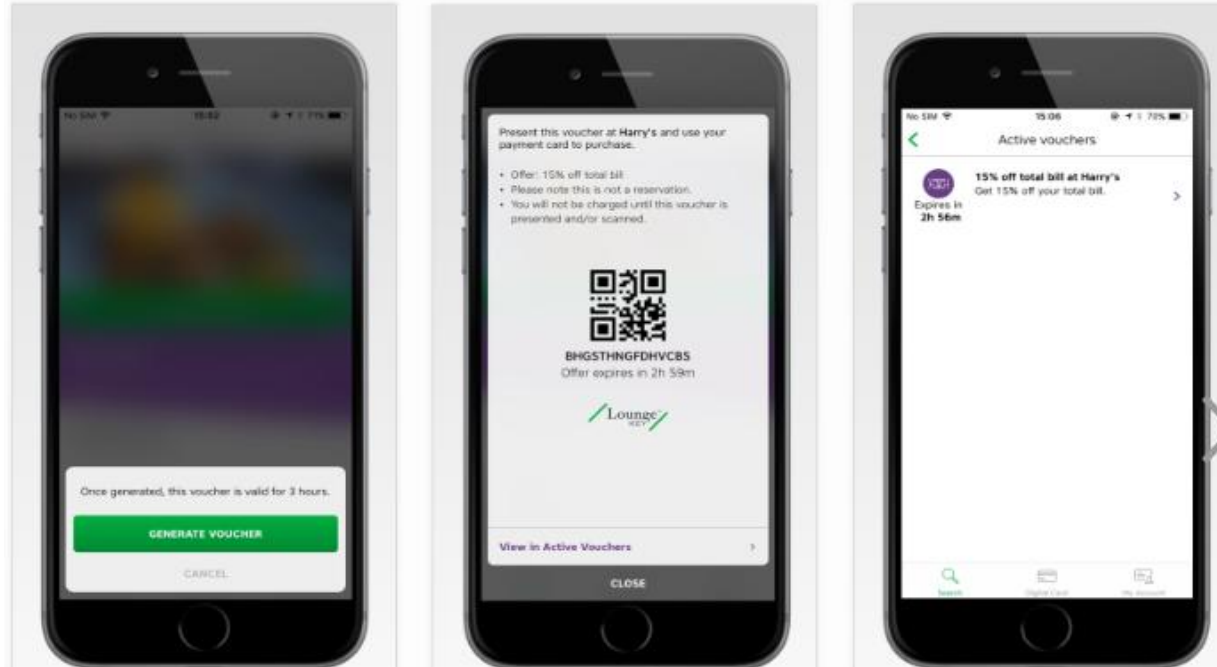
The user is displayed with a list of lounges and offers at the selected terminal and can scroll through to find one they like



Step 7

The user can view the offer of their choice and see the offer details, opening hours, location and conditions

Offer Search contd.

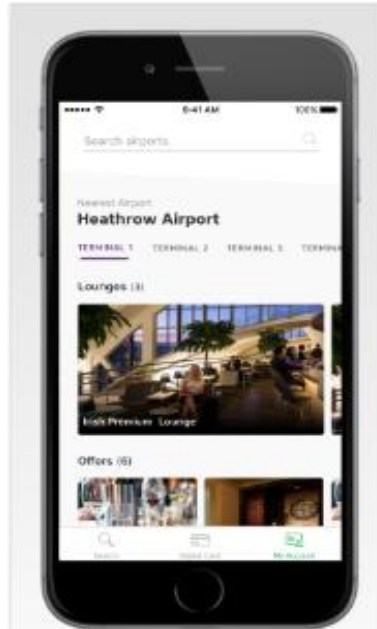


Step 8
The user can start the voucher generation process and is reminded that it is valid for 3 hours

Step 9
The user can then click to generate the voucher and will see the QR code that is used to redeem the offer alongside the offer details

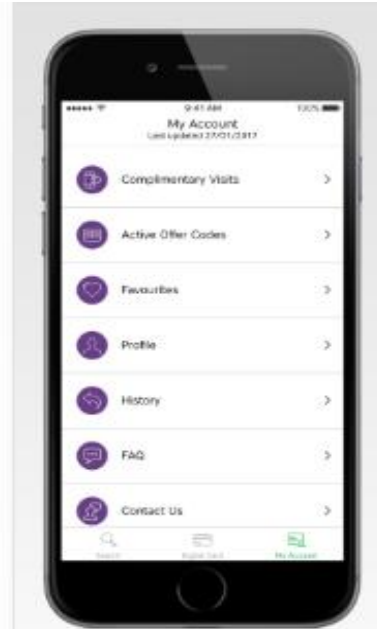
Step 10
If the user would like to view the voucher at a later time they can access it from the 'Active Vouchers' section in the app

Self Service features



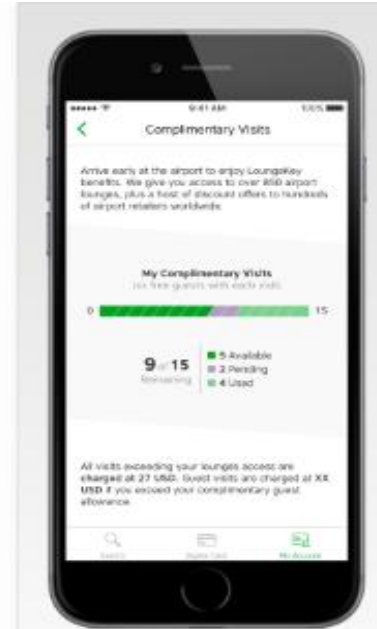
Step 3

The user is directed to the home screen, where they can see lounges and offers at their nearest airport or use the search functionality to find lounges and offers elsewhere



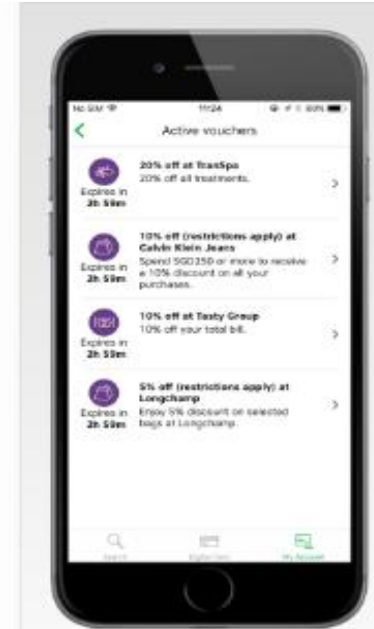
Step 4

The user can open the 'My Account' screen where they will see a list of self service options to choose from



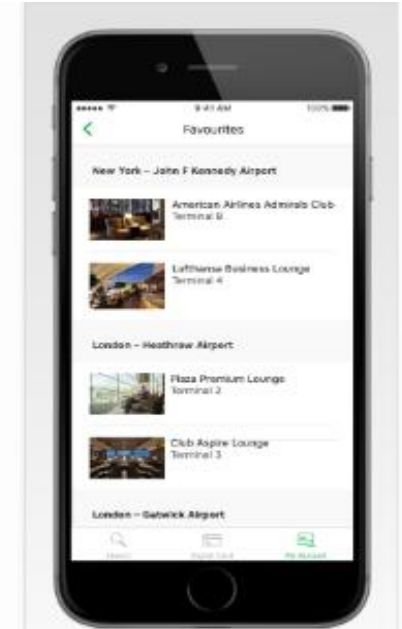
Step 5

The user can view the 'Complimentary Visits' screen where they can see real time visit information and the costs for any visits outside their entitlement



Step 6

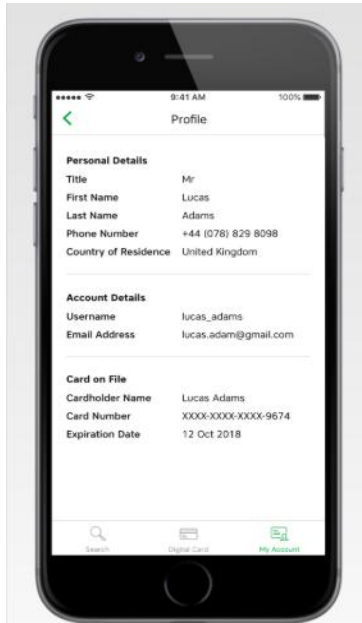
The user can view their 'Active vouchers' which allows them to access the QR code at a later time to redeem



Step 7

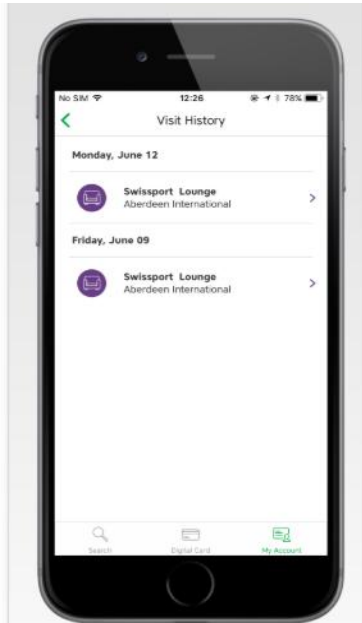
The user can view the 'Favourites' screen which allows them to save their favourites and access them quickly from the account menu without the need for doing a full search again

Self Service features contd.



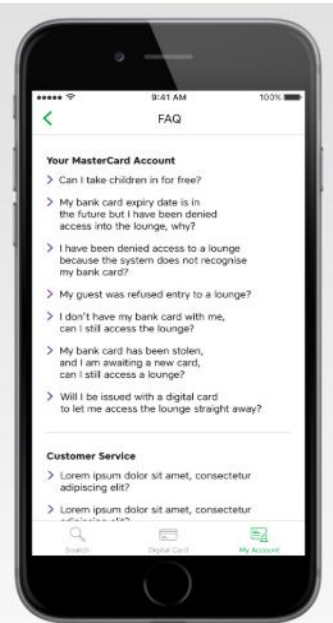
Step 8

The user can view their 'Profile' screen to see their personal details, account details and card information



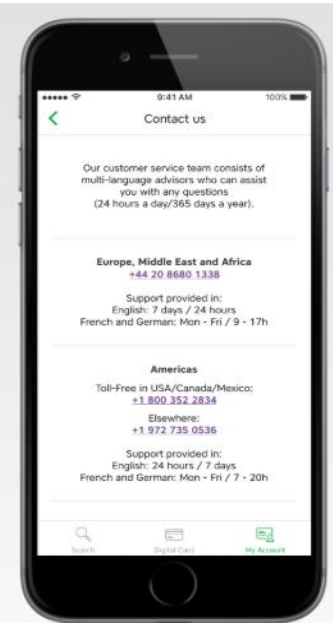
Step 9

The user can view the 'Visit History' screen to see details about any of their previous lounge visits including costs, guests included, date visited etc



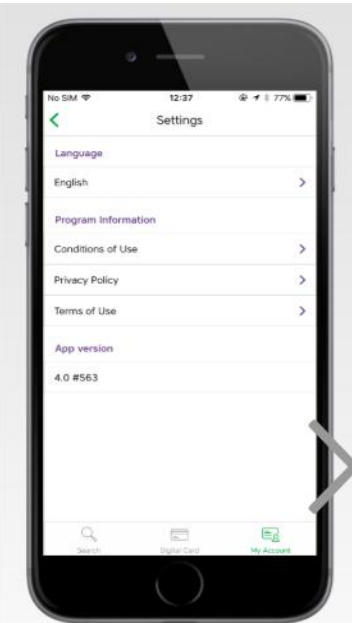
Step 10

The user can view the 'FAQ' section to find answers to any questions they might have about the program



Step 11

The user can view the 'Contact Us' screen to see contact information for each of our regional offices

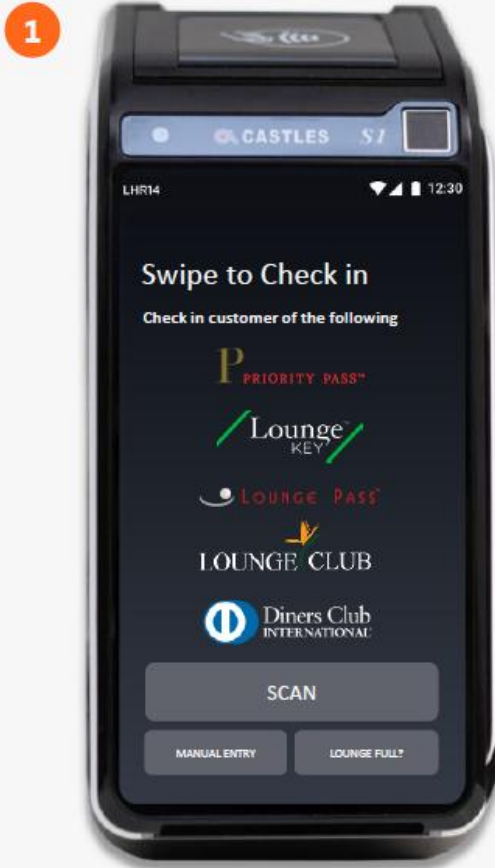


Step 12

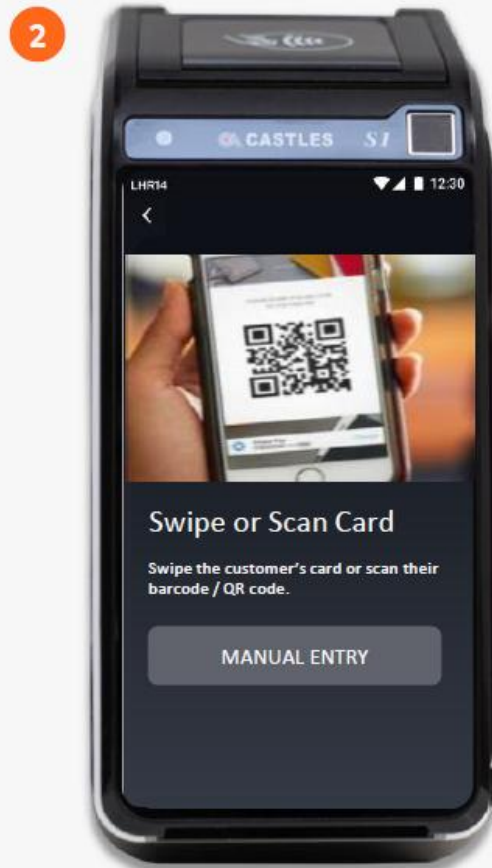
The user can view the 'Settings' screen to change their language, view our policies and see the app version they have installed

The lounge check-in

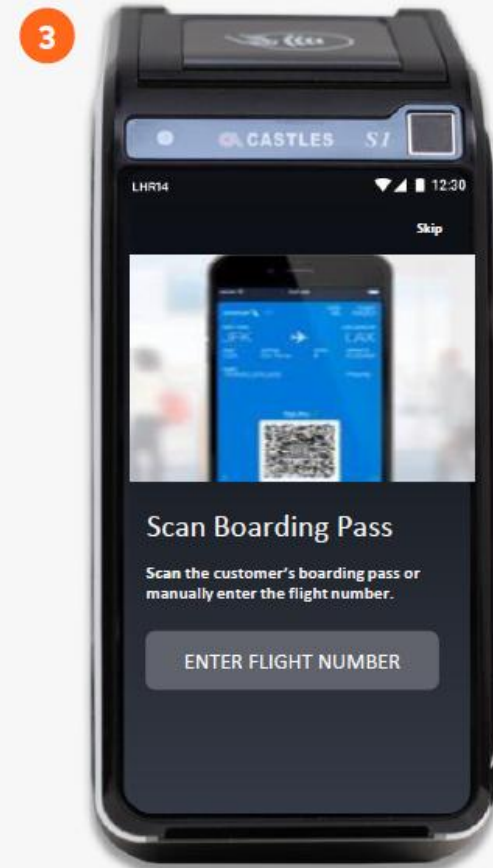
At Lounge Journey



Lounge Operator selects eligible program

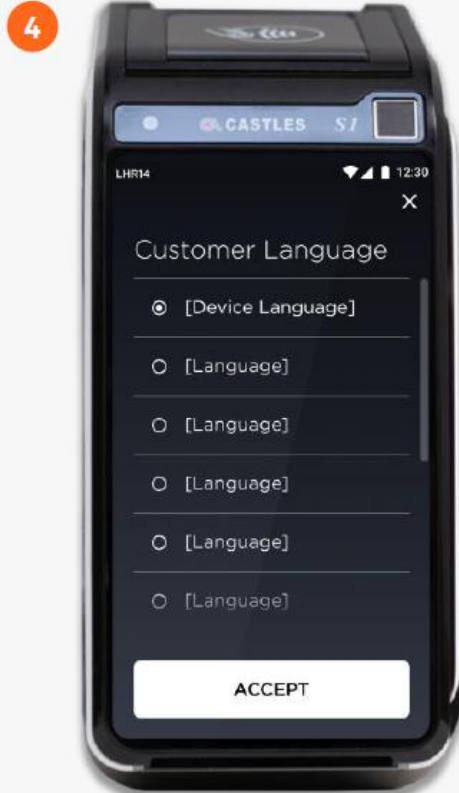


Card swiped, DMC* scanned, or Manual Entry completed

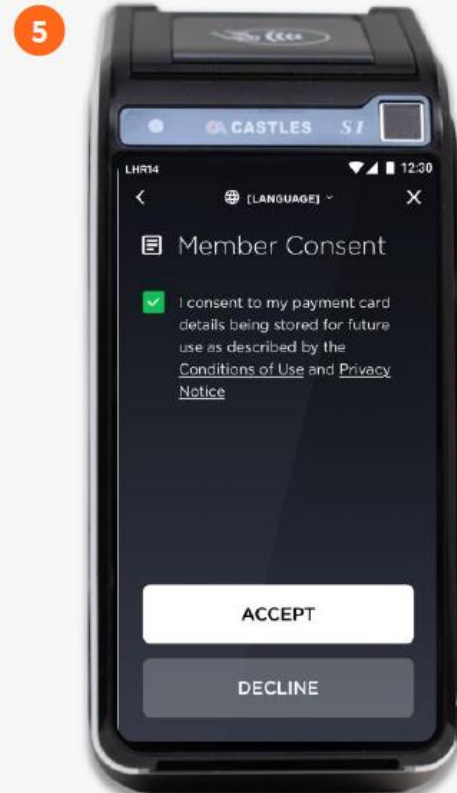


Lounge Operator scans the boarding pass or enters the flight number (could vary per lounge)

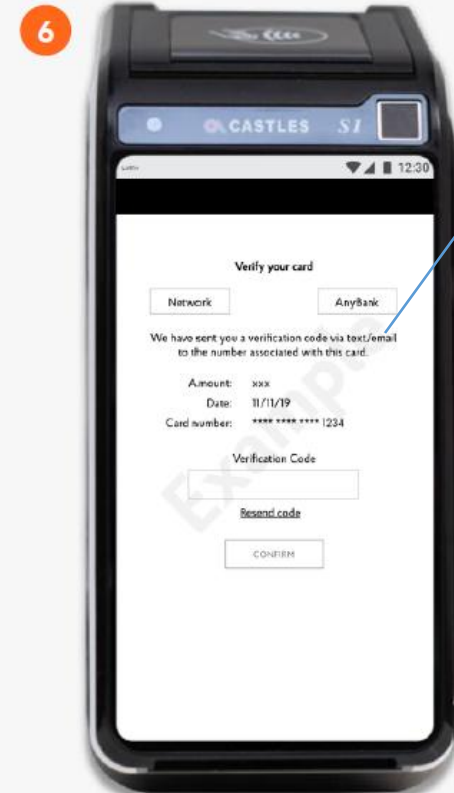
At Lounge Journey continued



Option for cardholder to select preferred language



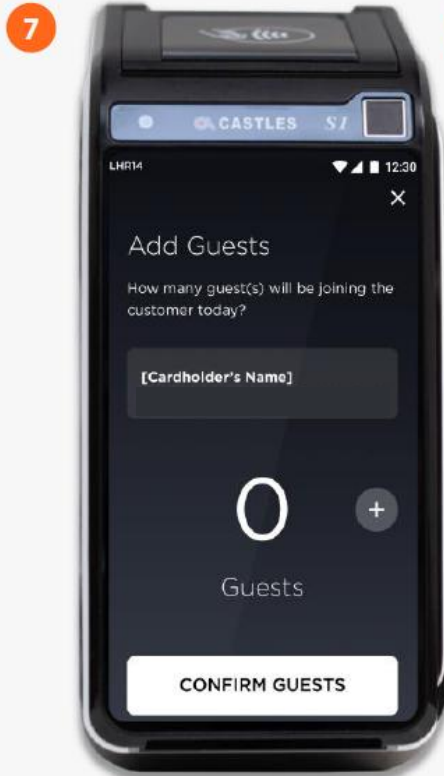
Cardholder provides consent to store card on file for future use (triggered only on first visit with a new payment card, which has not been previously verified through Program website or app).



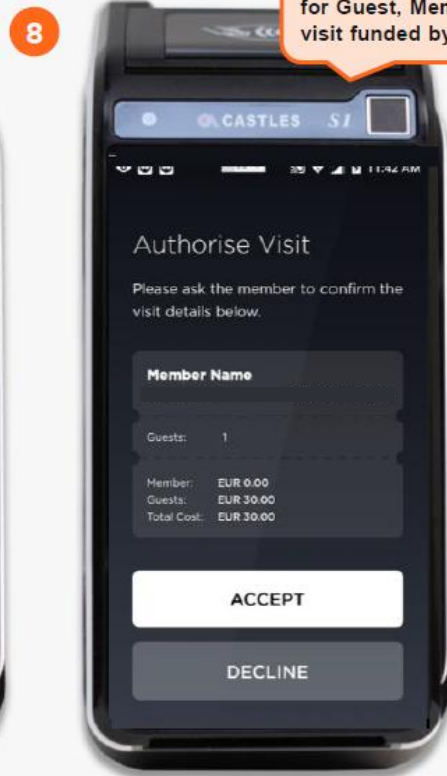
3DS will occur depending on local regulation and will not be displayed if payment card validation has already occurred.

This will show the issuer specific authentication process

At Lounge Journey continued



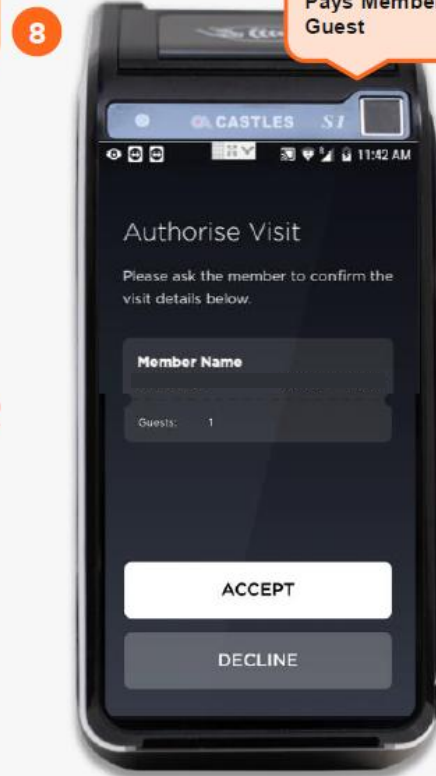
Number of guests entered in addition to the cardholder



Example of CH Pays for Guest, Member visit funded by Issuer

Cardholder accepts and confirms visit information is accurate

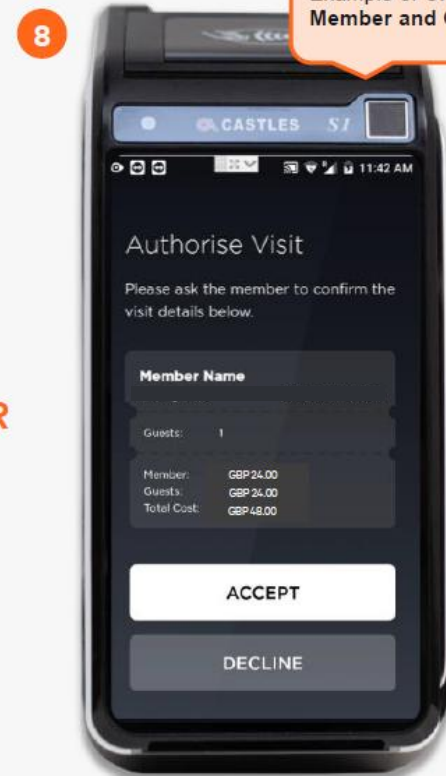
OR



Example of Issuer Pays Member and Guest

Cardholder accepts and confirms visit information is accurate

OR



Example of CH Pays Member and Guest

Cardholder accepts and confirms visit information is accurate

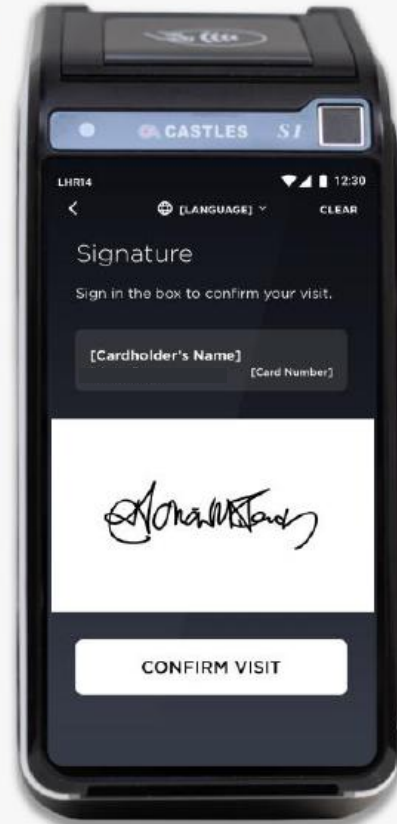
At Lounge Journey continued

9



Processing payment card page

10



Signature required if boarding pass scan option unavailable at the lounge (could vary per lounge)