

CASE STUDY | FLY FAIRLY

# Flexible travel, confident customers: How Fly Fairly's flexible flight booking platform improved conversions with Refund Protect

## THE CHALLENGE

Fly Fairly, a global online travel agency, was launched to make travel more accessible through flexible payments such as Buy Now, Pay Later (BNPL), cryptocurrency, and local wallets, competitive fares, and a seamless mobile-first experience. However, uncertainty around cancellations and changes remained a barrier to booking. Fly Fairly needed a way to give customers peace of mind, reduce checkout drop-offs, and build long-term loyalty.

THE RESULTS

18.2%

of monthly sales now come from protected bookings

Higher repeat booking rates among customers who purchased protection

ABOUT FLY FAIRLY

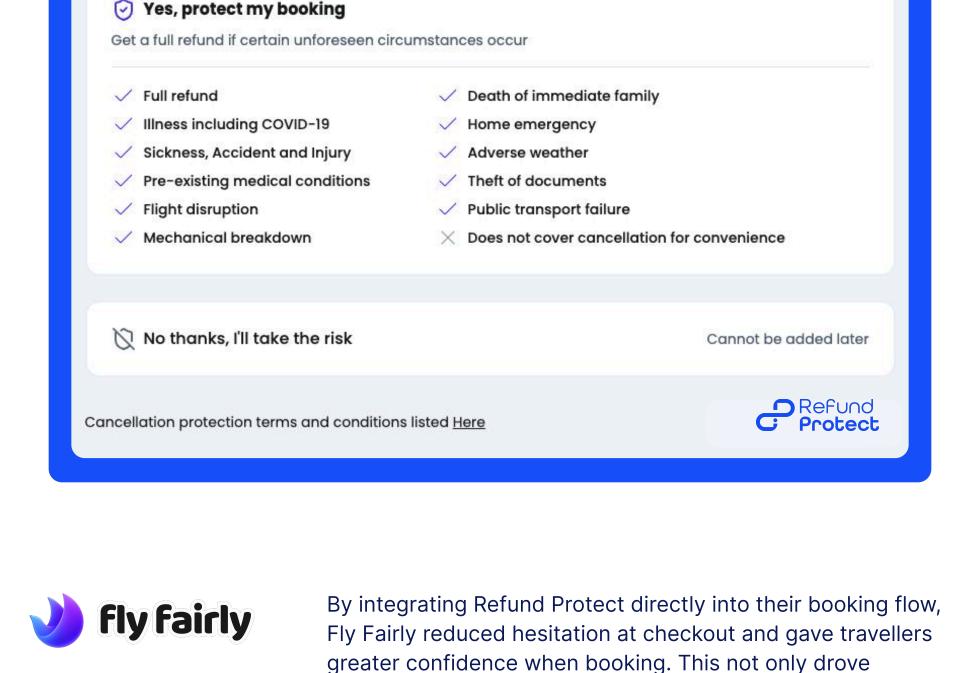
Founded in 2023 and headquartered in Singapore, Fly Fairly is a mobile-first online travel agency offering over 100 payment options, including Buy Now, Pay Later (BNPL), cryptocurrency, and local wallets. Customers can book from more than 650 airlines worldwide, from full-service carriers to low-cost operators. Fly Fairly also provides crypto flight payments and the widest selection of BNPL travel options of any OTA, positioning it as a leader in flexible travel payments. In less than a year since its August 2024 launch, Fly Fairly has expanded into 10 live markets across Asia Pacific, North America, and the Middle East, serving travellers in over 50 countries.

Website	<u>www.flyfairly.com</u>
Key stakeholders	Alex Yardley
Founded	2023
Industry	Online Travel Agency (OTA)
HQ	Singapore
Company size	11–50 Employees

booking. By integrating cancellation protection at checkout, we increased booking confidence, improved conversion rates, and encouraged repeat usage, making protection both a customer benefit and a business driver ALEX YARDLEY

Uncertainty over changes or cancellations is a major barrier to

Founder, CEO





stronger conversion but also created meaningful repeat

flight payments and cancellation protection.

business from satisfied customers who value flexibility in

THE SOLUTION

### seamlessly at checkout alongside flexible payment methods.

02. Widget

The Refund Protect

widget was adapted to

Fly Fairly's mobile-first

the option appeared

booking journey, ensuring

design

03. Open communication Protect Group met with Implementation was Fly Fairly's leadership to managed with continuous

### experience across Fly Fairly's diverse global markets.

to validate pricing,

04. Integration

**Protect Group supported** 

followed by detailed testing

integration via iframe,

functionality, and user

and testing

05. Strategic go-live timing **Refund Protect was** 

### Delayed Baggage Compensation, Carbon Offsetting, eSIMs and

Lounge Access to their

Flight Delay Compensation,

06. Future expansion

delivering proven results,

Fly Fairly is now adding

Protect Plus products,

With Refund Protect

booking flow. launched in line with Fly

THE RESULTS

01. Initial

consultation

explore how Refund

Protect could address booking hesitation while

aligning with the OTA's

customer-first philosophy.

Fly Fairly grew protected sales to 18.2% of monthly revenue. Customers who purchased protection were also more likely to book again, highlighting Refund Protect's role in driving

Fairly's international

expansion schedule,

enabling the OTA to

capture immediate value

during periods of high

booking activity.

TECHNOLOGY AND

PRODUCTS USED

both immediate revenue and longer-term loyalty.

**Refund Protect** Enabled travellers to protect their flight bookings against unforeseen circumstances, reducing hesitation and

The products and platforms that contributed to

partner success.

collaboration between

team and Fly Fairly's

developers, ensuring

clarity and efficiency

throughout.

Protect Group's product

improving customer satisfaction. **Pulse Platform** 

Pulse is our powerful PaaS solution designed to integrate

that enhance every stage of your customer's journey.

effortlessly with your systems. It delivers tailored products

