

Built for flexibility from day one: How Laters.com launched Refund Protect and Protect Plus together

THE CHALLENGE

Laters.com’s proposition is built on flexibility. Customers can secure the flight they want and choose a payment method or schedule that works for them. However, flexibility in payment does not fully address the uncertainty posed by unexpected disruptions.

That uncertainty can be particularly significant for customers committing a meaningful share of their monthly budget to a trip. When a flight is being paid for over several months, knowing that the booking can be protected matters more, not less.

Laters.com needed to close this confidence gap at the point of sale. At the same time, the business wanted to add useful services across the broader travel journey, including delayed baggage compensation, global connectivity, airport lounge access, and carbon offsetting.

The challenge was not simply to add several products. It was to make the complete suite feel relevant, timely, and native within a mobile-first experience, without overwhelming customers or delaying the public launch.

THE RESULTS

16 markets serviced by Laters.com, with the United States as its largest market

1 service live from day 1

4 products live from day 1

ABOUT LATERS.COM

Founded in Singapore in 2023, Laters.com (formerly known as Fly Fairly) is a payments-first online travel agency built around a simple promise: travellers should be able to book the flight they want at today’s price and choose how they pay.

But from the beginning, Laters.com knew that payment choice alone would not remove every barrier to booking. Customers also needed confidence if their plans were unexpectedly disrupted, and practical support throughout their journey.

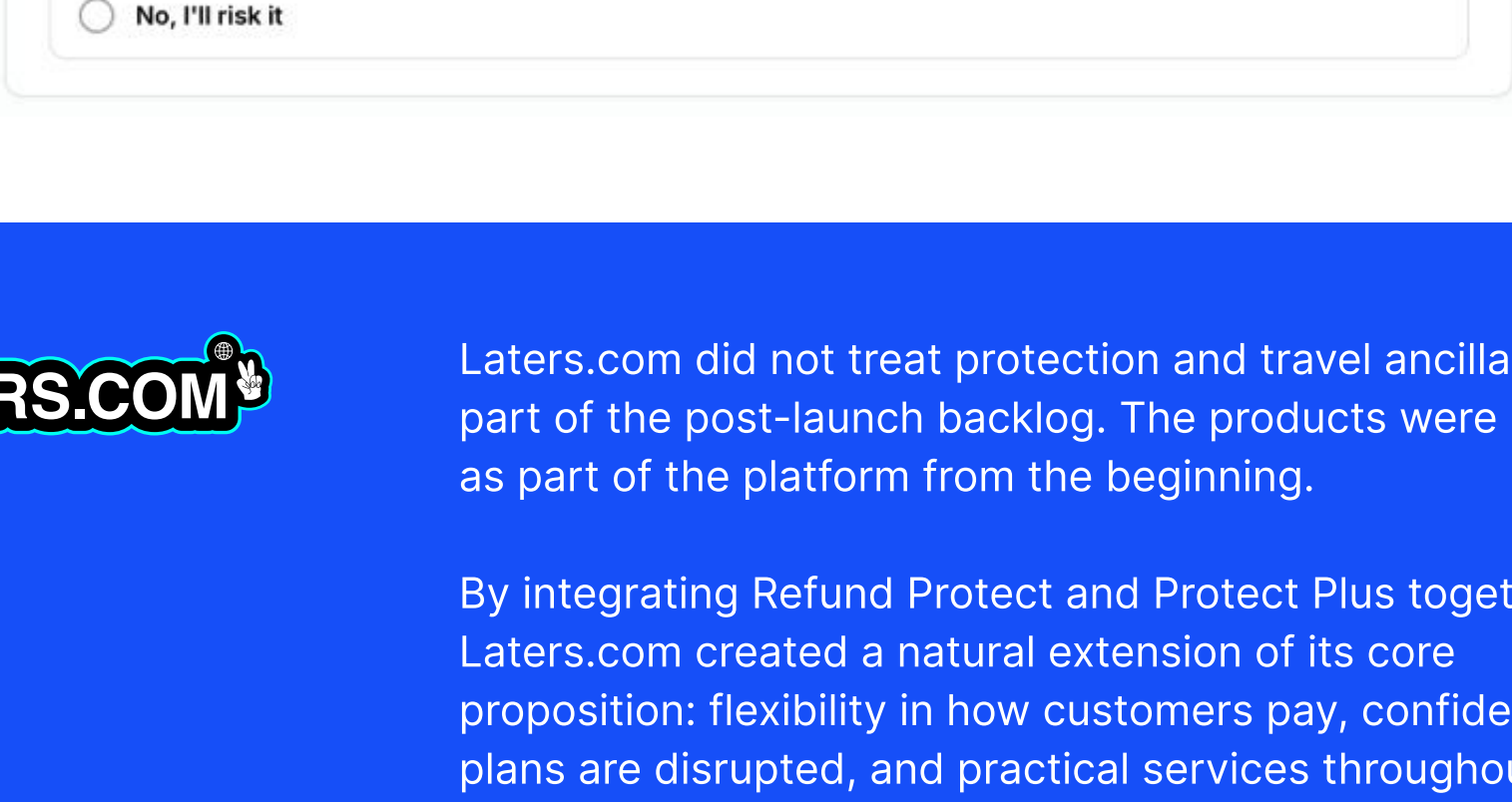
Key highlights

- ✔ The platform offers flights across more than **650 airlines**
- ✔ Over 100 payment methods are accepted including cards, digital wallets, cryptocurrency and 40 Buy Now, Pay Later and instalment options

Website	www.laters.com
Key stakeholders	Alex Yardley
Founded	2023; platform launched August 2024
Industry	Online Travel Agency
HQ	 Singapore
Company size	11 – 50 Employees

“Protect Group has been with us since day one. We integrated Refund Protect before our public launch, and it has been part of the checkout process ever since. Their product team worked alongside ours through design and testing across our markets rather than handing over documentation and leaving. It completed the flexibility story: flexible in how you pay, and flexible if plans are disrupted.”

ALEX YARDLEY
Founder & CEO



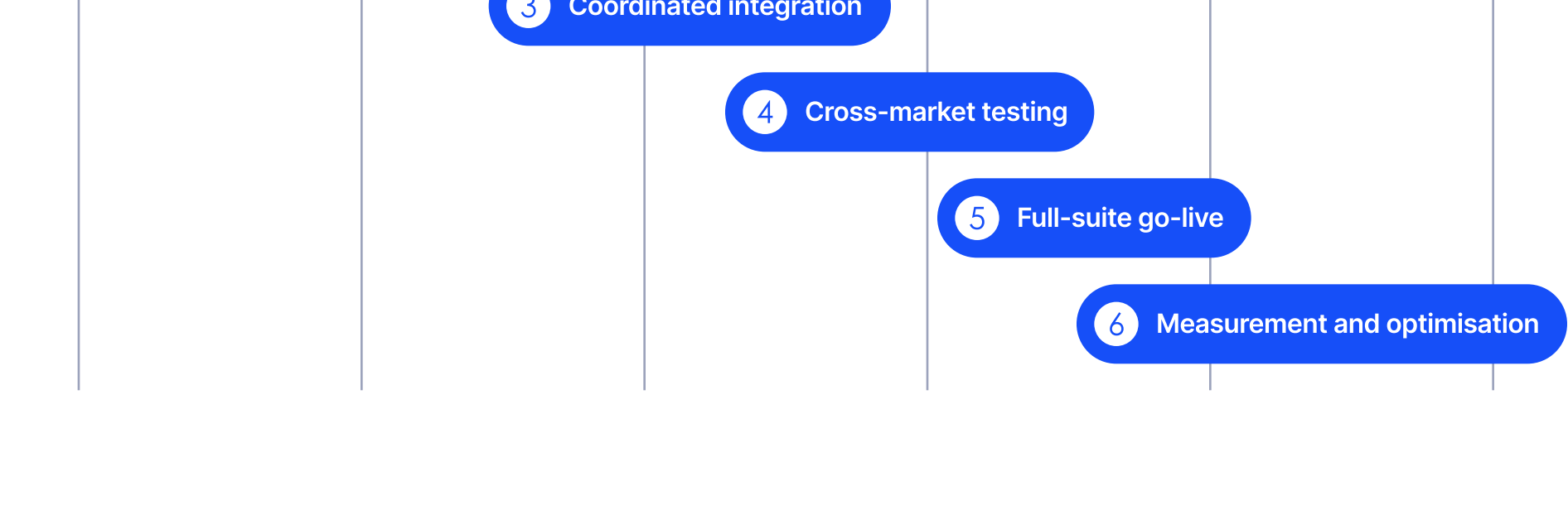
Laters.com did not treat protection and travel ancillaries as part of the post-launch backlog. The products were planned as part of the platform from the beginning.

By integrating Refund Protect and Protect Plus together, Laters.com created a natural extension of its core proposition: flexibility in how customers pay, confidence if plans are disrupted, and practical services throughout the journey.

The partnership demonstrates that a more ambitious launch can be easier to manage than a series of disconnected additions when both teams align early on journey design, testing, ownership and measurement.

THE SOLUTION

Laters.com and Protect Group planned Refund Protect and four Protect Plus services as one coordinated programme before the OTA’s public launch. Early journey mapping, close collaboration and cross-market testing allowed the full suite to go live as a coherent part of the mobile-first experience. The Pulse Platform and Pulse Reporting Dashboard then provided the infrastructure and insight required to manage and optimise the products at scale.



1 Shared launch strategy	Before the public launch, Protect Group and Laters.com aligned around a single customer proposition: payment flexibility should be supported by booking protection and relevant travel services. Treating the products as one programme allowed the teams to establish a clear scope, responsibilities and launch plan from the beginning.
2 Customer-journey design	The teams mapped Laters.com’s mobile-first booking journey and identified where each product could deliver the greatest value. Refund Protect was incorporated into the checkout decision, while Protect Plus services were positioned at relevant stages of the wider journey. This helped maintain a clean experience without overwhelming customers with unnecessary offers.
3 Coordinated integration	Refund Protect, Delayed Baggage Compensation, eSIM Solutions, Lounge Access, and Carbon Offsetting were integrated into a single coordinated implementation plan. This reduced the risk of duplicated work and helped ensure that content, product logic and branding felt consistent across the suite.
4 Cross-market testing	Protect Group’s product team worked directly with Laters.com through design, implementation and testing. Pricing, functionality, customer content and the mobile experience were reviewed across Laters.com’s markets, allowing issues to be resolved before the products reached customers.
5 Full-suite go-live	The full agreed product suite went live as part of the original Laters.com customer experience rather than being phased in after launch. This meant Laters.com could begin generating customer and commercial value from the products immediately, without having to return to rebuild the journey later.
6 Measurement and optimisation	The Pulse Reporting Dashboard provided Laters.com with visibility into attachments and market performance. The team could use this information to refine how the products were presented, while AI-powered Smart Pricing enabled ongoing optimisation of the Refund Protect offer as the business expanded.

THE RESULTS

Laters.com launched with Refund Protect and four Protect Plus products already incorporated into its customer journey. The result was a joined-up experience from the first public booking, rather than a series of disconnected products added after launch.

Refund Protect has remained part of the checkout in every market Laters.com has opened. Customers who purchase protection also show higher repeat-booking rates than customers who do not, demonstrating that protection can contribute to both immediate booking confidence and longer-term customer relationships.

The partnership has continued to support Laters.com through international growth, the introduction of Smart Pricing and its transition from Fly Fairly to Laters.com.

At the time of its submission, Laters.com reported customer ratings of 4.8 out of 5 on both Trustpilot and Google. Its current public Trustpilot profile also displays a rating of 4.8 out of 5.

Most importantly, the launch provides a practical example for other Protect Group Partners. Integrating a broader product suite does not have to mean a slower or higher-risk implementation. With clear journey design, coordinated testing, and shared ownership from the beginning, several products can launch as a single coherent customer experience.

PROTECT GROUP TECHNOLOGY AND PRODUCTS USED

The products and platforms that contributed to partner success.

Refund Protect

Enabled customers to easily upgrade their hotel bookings to refundable ones, reducing hesitation and improving booking completion rates.

Pulse Platform

Gave laters.com real-time insight into adoption, performance, pricing impact, and behavioural patterns across global markets.