

# Minimize abandonment, maximize booking and transaction completion

Customer shopping behaviour such as “look-to-book” and availability checks mean that travel service providers have the highest transaction abandonment rate of any online industry. While customer behavior may drive a higher than average abandonment rate, there are many methods that travel service providers can leverage to better manage and mitigate transaction abandonment.

## Intelligent data and payment information capture

Jumio’s approach to improving booking or transaction completion is by streamlining the process with our proprietary data and payment information capture technology. Instead of asking customers to spend two minutes typing up to 70 keystrokes, Jumio’s technology turns a customer’s device camera into a payment card and ID document scanner. The scanned information is then auto-populated into the checkout, booking or check-in process making it easier and quicker to schedule a flight, hotel or to rent a car.

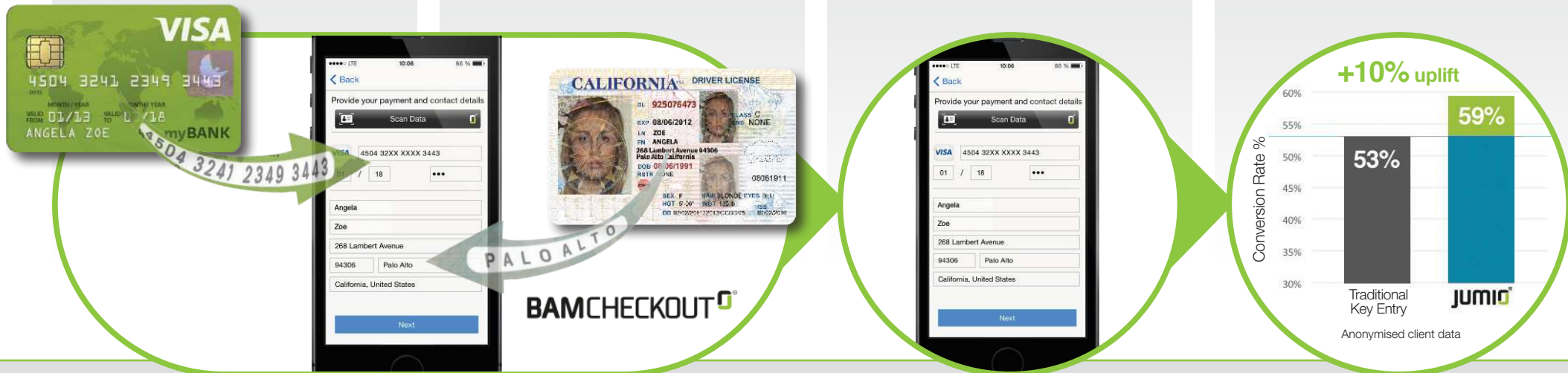
## How it works...

**1** At point of booking, customers can simply hold their payment card and/or ID document up to their mobile device camera.



**2** Jumio’s BAM Checkout® technology is integrated into the travel company’s app and instantly extracts payment data, customer name and date of birth, and if present, address data too.

**3** Data is instantly and neatly populated into the checkout pages increasing transaction completion and reducing abandonment.

**4** Customers complete transactions in seconds instead of minutes and successful transactions are increased by over 10%.



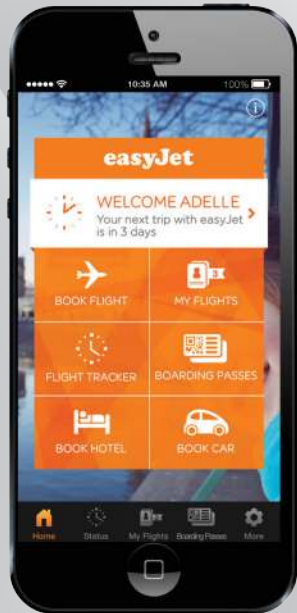
### The result?

-  Increase transaction completion by 10%
-  Reduce abandonment and increase revenue
-  Reduce fraud-related chargebacks

# Improved mobile transaction lift

easyJet: Airline carrier

Objective: Improve mobile transaction completion



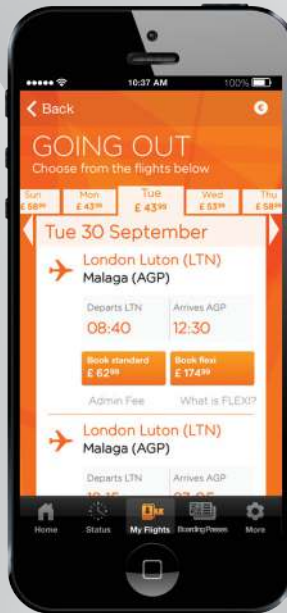
1

Customer installs easyJet mobile app



2

Customer scans their passport data into their easyJet app using device camera (no photo is taken or stored)



3

Customer goes to my flights



4

Customers that have scanned passport data can be issued a mobile boarding pass

“Putting your passport information in can take a significant amount of time and it's something that creates frustration. We've developed the new function in partnership with credentials management company Jumio to ensure details can be scanned in easily, safely and securely.”

easyJet

“We've enabled Jumio's real-time instant verification solution, Netverify® to enhance our trust & safety efforts. It was easy to implement and the latest platform offers a fresh clean design and an intuitive user interface.”

airbnb

Learn more about how Jumio helps travel service providers:  
[www.jumio.com/travel](http://www.jumio.com/travel)

Contact: [sales@jumio.com](mailto:sales@jumio.com)



Multi-platform



Multi-device



Easy integration



PCI compliant

JUMIO®