

REFUND PROTECT CASE STUDY

Alternative Airlines

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Overall Impact & Results

Through implementing Refund Protect, we witnessed a decrease in customer complaints, impressive customer conversion rates of 1 in 3 and a significant increase in margin.

Alternative Airlines Overview

Alternative Airlines is a flight-search website that offers an easy way to book flights to remote destinations and well-known locations. In 2019 Alternative Airlines were named in The Sunday Times Hiscox Tech Track 100, a prestigious list of the fastest growing technology companies in Britain with growth of £3m to £19m. Alternative Airlines specialises in providing travellers with a wider choice of flights by working with more than 600 airlines and offers over 25 international payment methods across 160 currencies.

Why did you decide to implement Refund Protect?

There are lots of risks involved for customers when buying low cost, non-refundable airline tickets and the majority of our complaints came from customers selecting these tickets, not understanding they were unable to claim a full refund. We wanted to offer protection to our customers however the problem with traditional insurance is that organisations are required to be regulated in every country they operate in. With bookings from over 100 countries every month this just wasn't possible for us. The Refund Protect offer fitted perfectly with us at Alternative Airlines as the protection could be offered to our global customer base at a low cost, without any operational challenges for us.

How did Refund Protect impact Alternative Airlines?

Alternative Airlines saw a **94% reduction in complaints** on non-refundable/non-changeable tickets after offering Refund Protect on the site. Despite the solution initially only being available on 15-20% of flights on the platform, there was a noticeable 22% increase in our margin.

The decision was then made to make Refund Protect available on all flight bookings and we saw impressive **customer conversion rates of 36%** and a massive **uplift in margin of 113%**.

How did you find the integration process of Refund Protect?

We complete a lot of 3rd party integrations and Refund Protect really stood out. The documentation was clear, very easy to use and the process was smooth with our proactive account manager. We loved speaking to "real tech people" alongside the commercial team.

It was a fast moving and simple integration, we even received detailed feedback on the front-end interface and how to position Refund Protect in our booking process. It's an integration that is very achievable for many company types and their tech teams and has lots of benefits as we've seen with margin and reducing customer friction.

Why do you feel Refund Protect has had such success with 1 in 3 customers opting to purchase the protection?

A product like this greatly appeals to customers. We feature Refund Protect on our homepage and many of our landing pages as this is an excellent way for people booking to be reassured that if something goes wrong personally, they are able to mitigate the risk. Dropout rates are very high in travel and from our perspective showing the product early enables customers to understand and confidently purchase Refund Protect when they arrive at the ancillary product section.

What does the future hold for this partnership between Protect Group and Alternative Airlines?

We look forward to continuing our relationship and seeing any future protection products that Protect Group develop in this space.