

# PK-Voucher

**A New Way to Sell Air Tickets**

IATA Webinar 20200423



# Who is PKFARE



## A B2B Marketplace of Travel Products



# Our Figures



**230+**  
Suppliers



**11,000+**  
Buyers



**100+**  
Countries and Regions



**12,000+**  
Average Daily Transactions



**300+**  
Employers



**50,000,000**  
Average Daily Search Volume



# Problems We Want to Solve

## Cash Flow

Airlines' cash flow is becoming more and more tight due to the increasing number of refunds caused by this pandemic

## Recovery

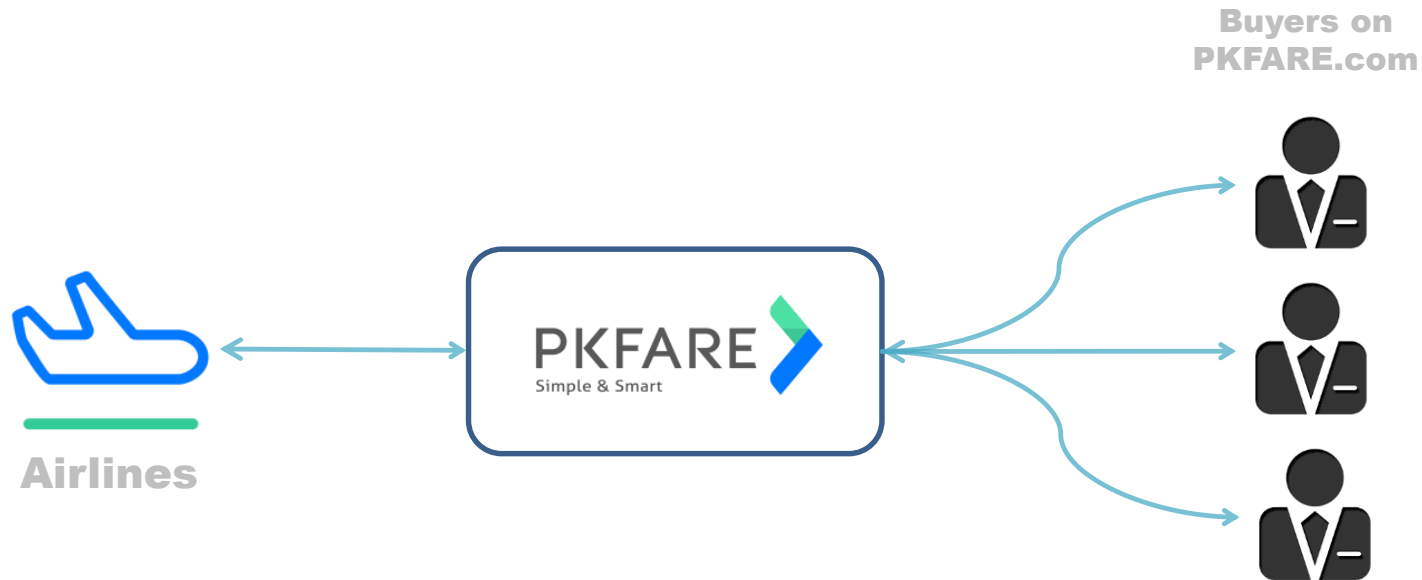
Airlines need to take some measures to attract passengers when the market start to recover after the pandemic



# Our Solution: PK-Voucher

- **Agents could use PK-Vouchers to pay for air tickets of airlines issuing PK-Vouchers**
- **Airlines could refund PK-Voucher to passengers to ease cash flow pressure**
- **PK-Voucher could also be used as a new way to sell air tickets after the pandemic**

# How PK-Vouchers Work



- Airline authorizes PKFARE to issue PK-Vouchers on behalf of airline
- Airline can manage conditions of using PK-Vouchers
- Airline can offer flexible incentive through PK-Vouchers
- PKFARE provides its voucher management system
- PKFARE is responsible to sell PK-Voucher to buyers of PKFARE.com
- PKFARE collects payments from buyers and then settle with airlines
- PK-Vouchers can only be used to purchase air tickets on PKFARE.com

# Two Options for Airlines to Manage PK-Vouchers

## PK-Voucher API

**Airlines manage PK-Vouchers by integrating PK-Voucher system into Airline system via API**

- Integration implementation is required
- More preparation time needed before
- API maintenance and update is required

## PK-Voucher Back Office System

**Airlines manage PK-Vouchers via back office system(website) provided by PKFARE**

- Zero IT investment
- Less preparation time needed
- Zero cost for maintenance and update of the system

# Why PKFARE Can Do

## Reliable Voucher Management System

- 100,000+ vouchers issued in 2019
- User friendly backend
- Easy connect with PSS

## High Quality Customer Service

- 7\*24 Available
- Service in more than 10 languages
- AI assistant

## Huge and Mature Global Agents Network

- 200+ suppliers
- 10,000+ buyers
- 100+ countries and regions





# Benefits for Airlines

- **Instant positive cash flow**
- **Catch sales opportunities in advance**
- **Take lead in sales competition when business start to recover**
- **Zero cost in implementation**
- **Zero cost in marketing**
- **Zero cost in handling customer service**
- **Special incentive for PK-Voucher only**
- **Management of how to use voucher**

# Why Agents Are Willing to Buy

- **Recovery will come sooner or later, those agents who have potential to survive have started to make plan for recovery**
- **Voucher incentive is a absolute advantage in competing with others**
- **If one agent buy vouchers, other agents will have no choice but to buy vouchers**
- **We made a survey of 100 agent partners, more than 90% are willing to buy PK-Vouchers**

# Thank!

[www.PKFARE.com](http://www.PKFARE.com)

