
GuestLogix secures multi-year agreement with Spring Airlines

By **Lauren Brunetti** on June, 4 2013 | Inflight Entertainment



GuestLogix, Inc., the leading global provider of onboard retail and payment technology solutions to airlines and the passenger travel industry, today announced a multi-year agreement to deploy its onboard retail technology platform across the entire Spring Airlines fleet.

GuestLogix' solution, including POS handheld devices, will be deployed to accept payment for the purchase of food and beverage, as well as destination activities and duty-free items onboard Spring Airlines flights. The Company's OnTouch® Analytics platform will also be utilized to optimize the airline's onboard retail performance. Spring Airlines is the first low cost carrier in all of mainland China, representing strong market entry for GuestLogix in the region.

"Securing this agreement with a dominant leading player in China's domestic travel market symbolizes the continuation of a steady, strengthened penetration into Asia Pacific's airline industry," said Brett Proud, President & CEO of GuestLogix. "China represents the largest aviation market in Asia Pacific, and Asia Pacific represents the largest market in the world. Enabling ancillary revenue growth for China's first LCC is a very big win for us and we look forward to supporting Spring Airlines' innovative onboard retail strategies going forward."

GuestLogix' onboard retail platform and PCI-compliant handheld POS devices will be implemented on all of Spring's 60 domestic and international routes to accept major credit cards for the purchase of food and beverage, duty-free and destination activity products. The acceptance of credit cards onboard and streamlining of retail management processes will lead to improved crew efficiencies, and in turn, heightened onboard service. Use of the Company's OnTouch® Analytics platform will aim to ensure all flights are optimally stocked and to identify areas for improvement, enabling the carrier to further enhance the generation of ancillary revenues onboard.

"Since its inception, Spring Airlines has placed emphasis on innovation, safety and efficiency, in addition to providing our customers with the best-value airfares in China," said Mr. Zhang Xiaolu, GM of Ancillary Revenue Department, Spring Airlines. "In an effort to execute a profitable Buy on Board program that benefits both Spring Airlines and our passengers, we have decided to partner with the experts in onboard retail technology - GuestLogix. We are confident that our combined knowledge and expertise will lead to enhanced customer service and improved performance results."

Spring Airlines continues to expand its international presence and is a known trend-setter within the industry having pioneered direct internet and mobile sales in China, with fares sold mainly via the Spring Airlines website. Undaunted by being the first to try something new, Spring Airlines continues to revolutionize air travel in China and throughout the Asia Pacific aviation market.

"On behalf of GuestLogix, I'd like to welcome Spring Airlines into our customer base," said Ilia Kostov, EVP Global Sales, GuestLogix. "As the leading onboard retail technology provider to LCCs worldwide, Spring Airlines can rest assured that our industry knowledge and experience will be applied for a

smooth rollout onboard their fleet."

This agreement with Spring Airlines represents 9.1M passenger trips for GuestLogix.