

Immfly launches in-seat order system for Iberia Express



IMMFLY | IBERIA EXPRESS

Immfly and Iberia Express in-seat order service

[Iberia Express](#), in collaboration with [Immfly](#), has launched an in-seat order service that is set to redefine the inflight retail experience. Passengers can now order food, drinks and other retail items through their own personal device directly to their seats, using the airline's "Club Express Onboard" wireless portal.

This service not only makes the shopping experience more convenient for passengers by extending the sales window throughout the entire flight but has also already proven to increase both passenger satisfaction and revenue for Iberia Express.

"We are extremely pleased with the success of the in-seat order service," said Isabel Rodriguez, Commercial Director at Iberia Express. "The data speaks for itself: the average order value for purchases made through in-seat order is 42 percent higher than traditional trolley sales and spend per head on those flights where the new system has been used has increased by 29 percent with orders up by 41 percent. Passengers really appreciate the convenience, and these results show the significant impact this service has on both customer satisfaction and our revenue, aligning perfectly with our focus on delivering exceptional customer experiences while driving operational efficiency. It's truly a win-win for both our passengers and our operations."

This launch builds on the success of Immfly's retail platform, already trusted by over 15 airlines worldwide and serving over 200 million passengers annually, the press release said. The in-seat order solution, combined with Immfly's pre-order capabilities, forms part of a comprehensive 360° retail platform, empowering airlines to maximise revenue opportunities and create exceptional,

personalised experiences for passengers.

“Providing in-seat order to Iberia Express has been an exciting milestone,” said Pablo Linz, CEO at Immfly. “Our technology not only enhances the in-flight experience but also delivers measurable results in terms of higher sales and improved customer satisfaction. We look forward to continuing to innovate with Iberia Express to bring even more value to their passengers.”