Immfly partners with KLM to launch Grand Café KLM



Immfly partners with KLM Royal Dutch Airlines to launch Grande Café KLM, with Immfly delivering a suite of digital tools designed for KLM's operational needs

Immfly has partnered with KLM Royal Dutch Airlines in the launch of Grand Café KLM. This marks a major evolution in KLM's onboard service strategy. Transitioning to a broader retail proposition represents a significant strategic shift aimed at enhancing customer choice and strengthening operational excellence.

Over the past year, Immfly has worked closely with KLM as the airline prepared to introduce onboard retail for the first time. Together, the teams conducted thorough proof-of-concept trials, onboard KLM flights, allowing the airline to test Immfly's innovative retail technology, refine its product offering and optimize crew workflows.

The retail offering launched in October across KLM's short-haul fleet serving European flights, including both KLM and KLM Cityhopper aircraft. The rollout covers a mixed fleet of 737, A321, and Embraer aircraft.

"Partnering with KLM in the launch of this new retail concept has been a milestone for both teams," said Paul Bilham, Chief Commercial Officer at Immfly. "Over the past year, our focus has been on delivering Immfly's most advanced onboard retail technology to empower KLM's crew, optimise operations, and give passengers greater choice and flexibility. We're proud to help bring KLM's new chapter of onboard service to life."

A modern retail solution

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KLM sought a modern retail solution that would integrate seamlessly into its existing crew ecosystem. Through close collaboration, Immfly delivered a suite of digital tools designed for KLM's operational needs:

- **Crew iPad retail application:** Immfly deployed its onboard retail application directly onto the iPads already used by KLM's cabin crew. Crew can now process onboard food and beverage purchases quickly and reliably — without introducing new hardware.
- **Flying Blue program integration:** Immfly integrated KLM's Flying Blue loyalty program into the retail flow, enabling customers to pay with miles for onboard purchases. This integration creates a more flexible and personalized retail experience for passengers.
- **Onboard seat-upgrade capability:** Earlier this year, Immfly and KLM launched a new onboard seat-upgrade payment application. Cabin crew can now sell seat upgrades during the flight when capacity is available.
- **Seamless payment solution:** Both the onboard retail and seat-upgrade solutions leverage the same NYC1 payment terminals, allowing crew to manage retail purchases and seat upgrades through a seamless, unified workflow. KLM will also operate Immfly's back-office, giving the airline full visibility and control over product performance, reconciliation and operational management.

A continued partnership focused on innovation
Immfly's collaboration with KLM reflects a shared commitment to onboard retail innovation, crew-centric digital tools, enhanced passenger experience, and new ancillary revenue opportunities. The launch of Grand Café KLM marks a significant step in modernizing the airline's onboard commercial strategy, and Immfly is proud to support this transformation.

"We were looking for a solution with a single payment device that would enable our crew to sell buy-on-board products and offer onboard upgrades, while working alongside KLM's existing systems," said Wouter Beekman, Director Cabin Products & Service Engineering at KLM. "We are pleased to have found an innovative solution with Immfly."

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