

# Brevo Wallet

***CORSAIR***



**Airlines and Mobile  
Wallet: The Winning  
Combination**

# About Corsair

- Corsair specializes in long-haul flights, particularly to and from French overseas departments
- Nearly 1 million passengers every year
- A new, environmentally-friendly fleet
- High-quality business class: Bronze medal in TheTravelers club 2021 ranking

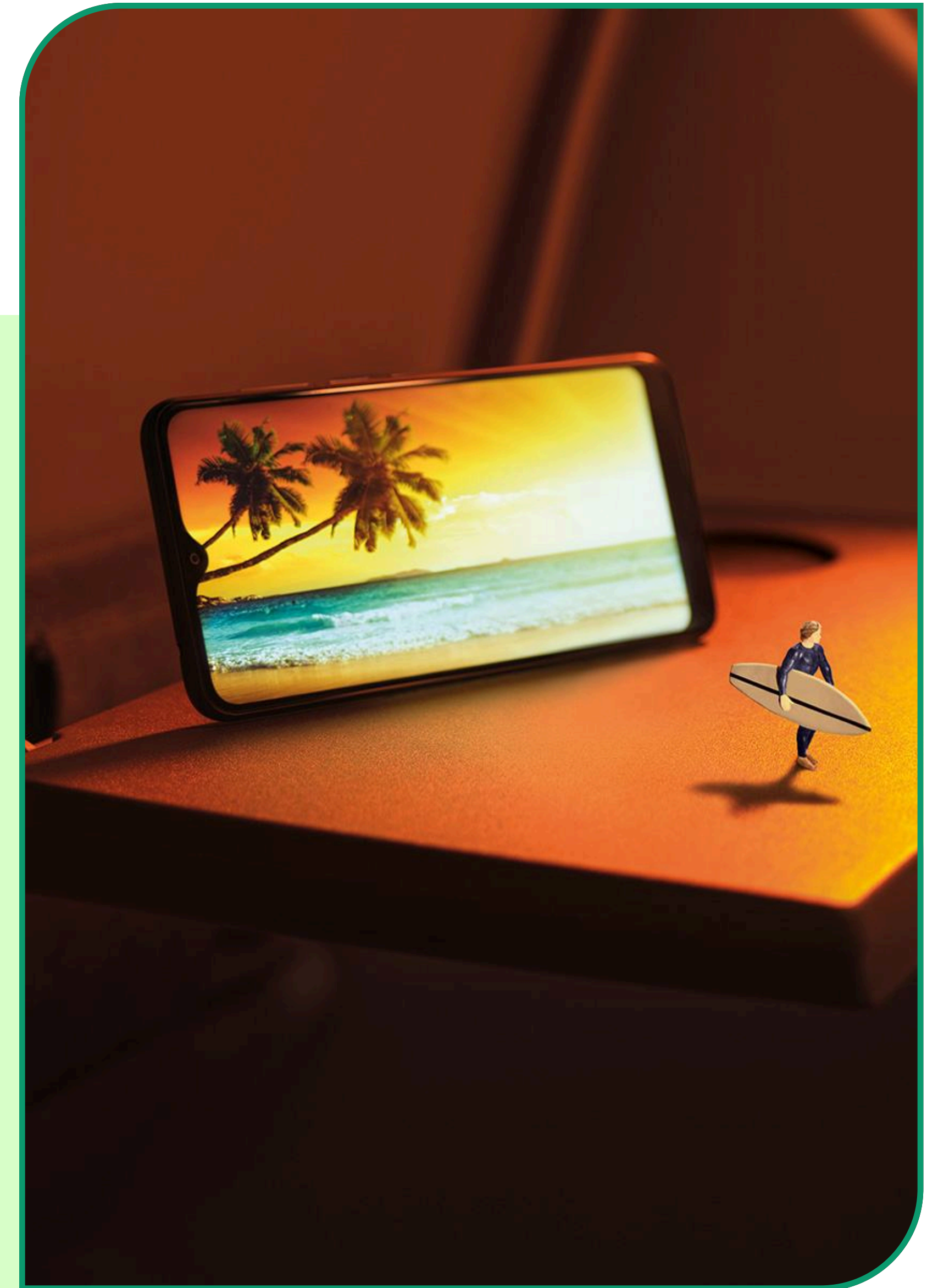


# Corsair's Objectives

Digitize travel documents and loyalty cards to streamline the customer journey.

Ensure customers always have their card on hand for real-time tracking of their rewards balance and detailed transaction history.

Offer highly personalized campaigns to reward the most loyal customers more generously.



**How does the  
Mobile Wallet  
work?**



# The Mobile Wallet in 3 steps



Communication materials with a call-to-action (CTA) as a prompt to add the wallet card.



Customers download the wallet card onto their mobile devices.



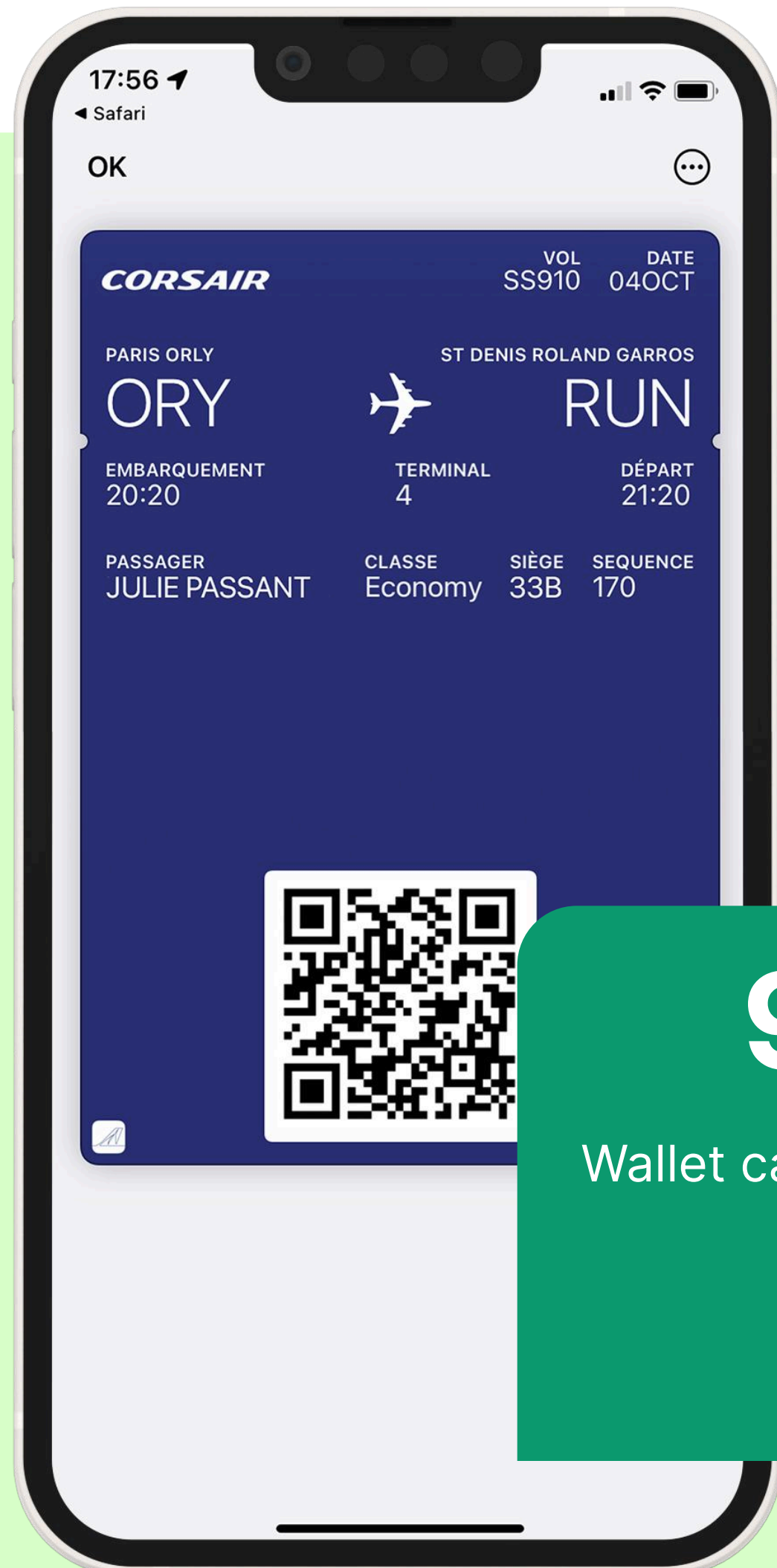
The card is animated, updated, and personalized notifications are sent to customers.

**How does Corsair  
use the Mobile  
Wallet?**



# The Boarding Pass

## Integration of the boarding pass in the wallet



92%

Wallet card installation rate

Integration of the boarding pass into the wallet without the need to download an app.

How does it work ?

72 hours before departure, passengers receive an email to check in on Corsair's website.

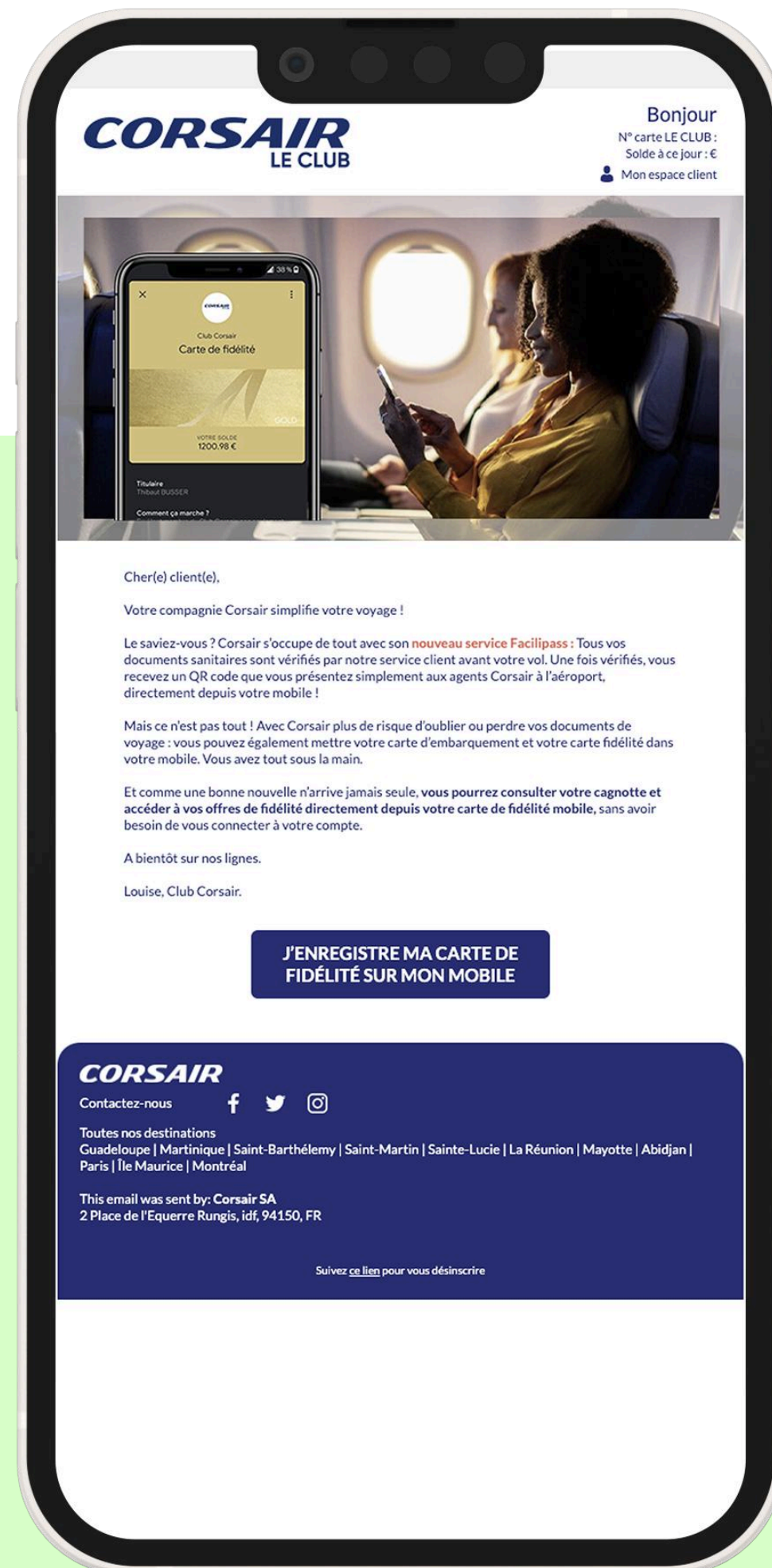
After the online check-in, passengers can digitize their boarding pass in their wallet with just one click.

### Connexion with AMADEUS

With Captain Wallet's technology, connected to Amadeus's secure travel reservation system, all flight information is centralized in one place.

# The loyalty card

## Incentives to use the wallet via marketing campaigns



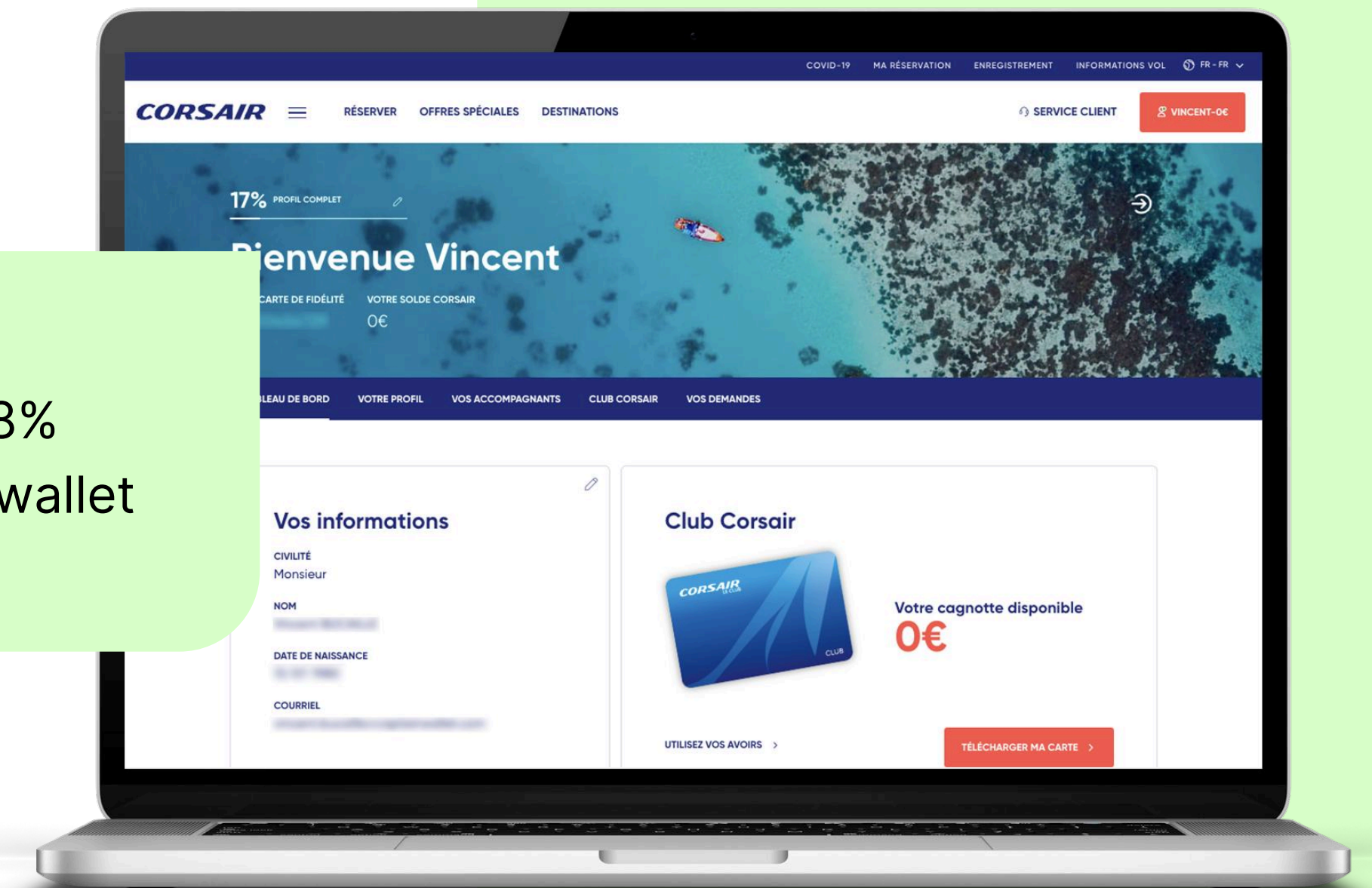
E-mail campaign

A crucial step for Corsair, which uses email and its website to promote the wallet card.

78%

Success!

The airline records a 78% installation rate of the wallet card.



Customer account on the website

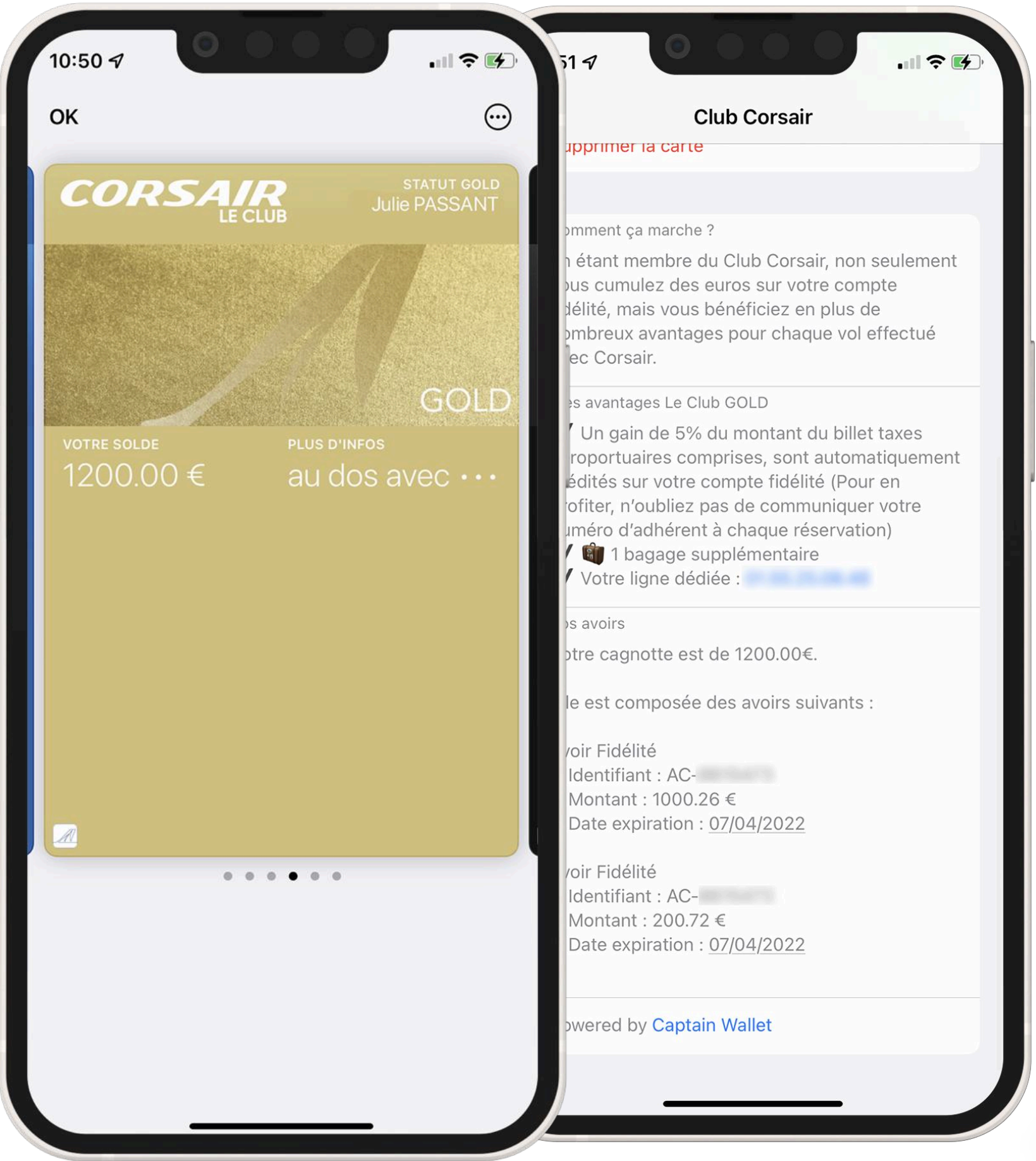


# The customer card is downloaded to the customer's smartphone



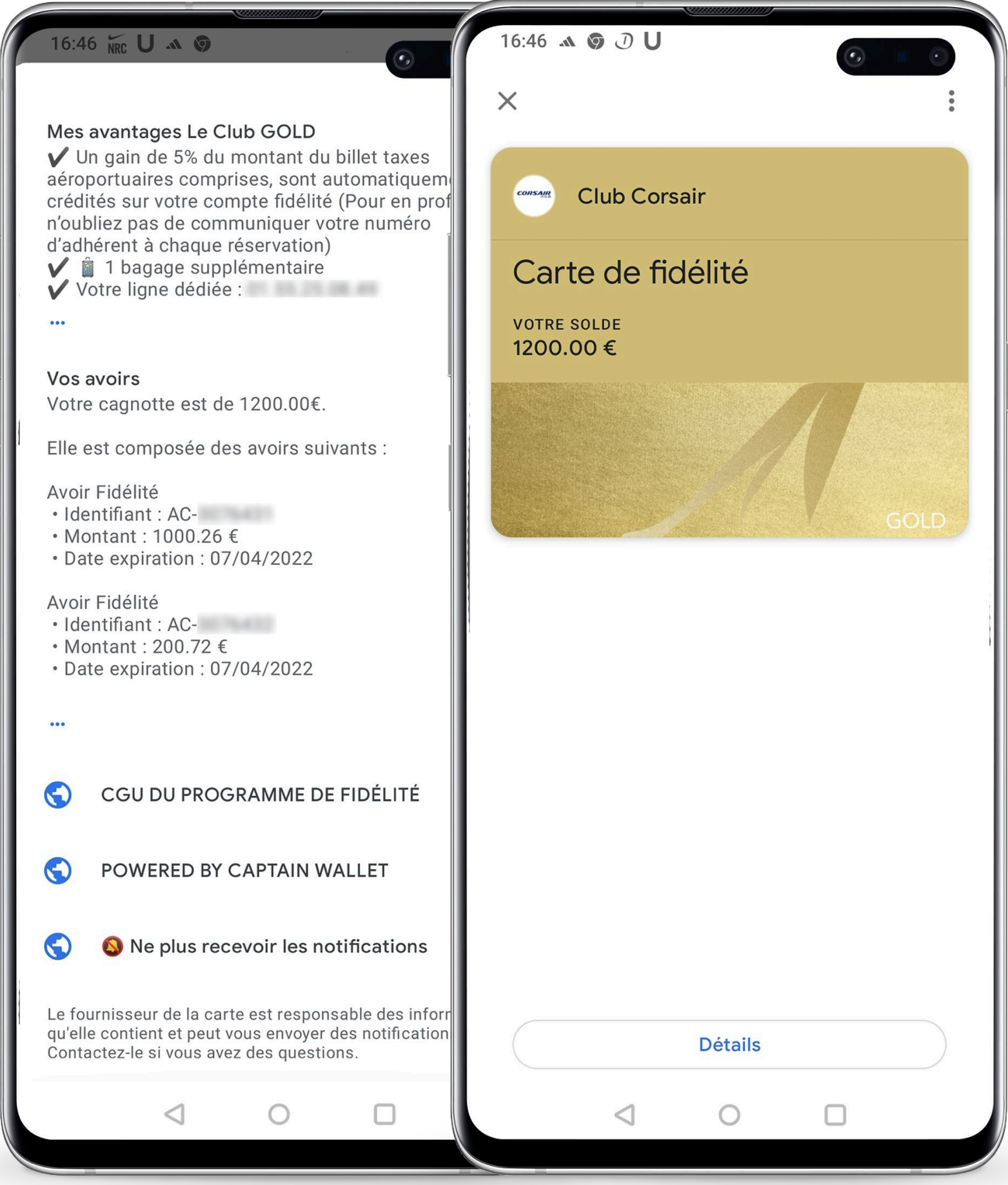
APPLE WALLET

Available for Apple, via the "Wallet" app



Front

Back



Front

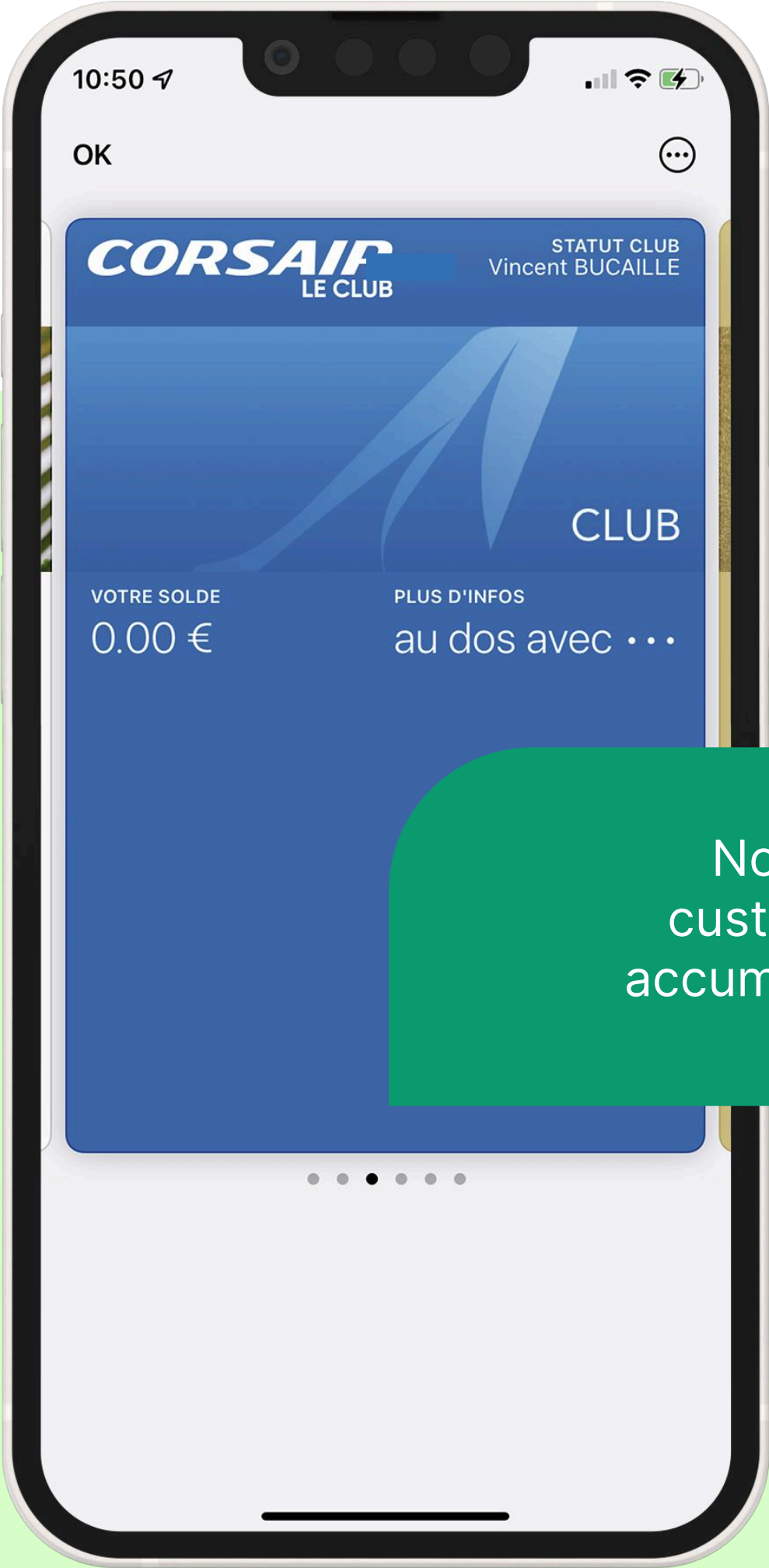
Back



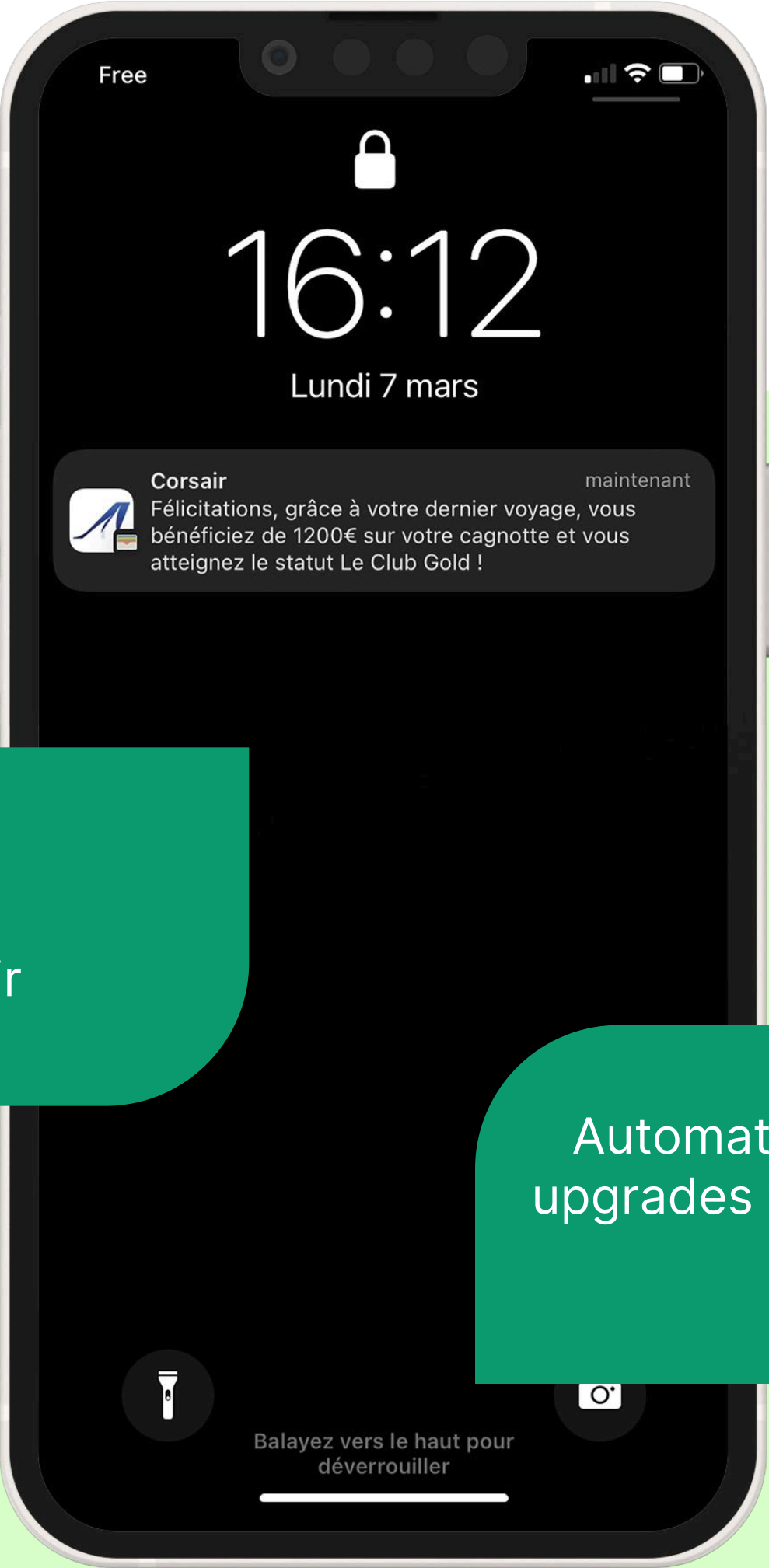
GOOGLE WALLET

Available for Android via the "Google Wallet" app

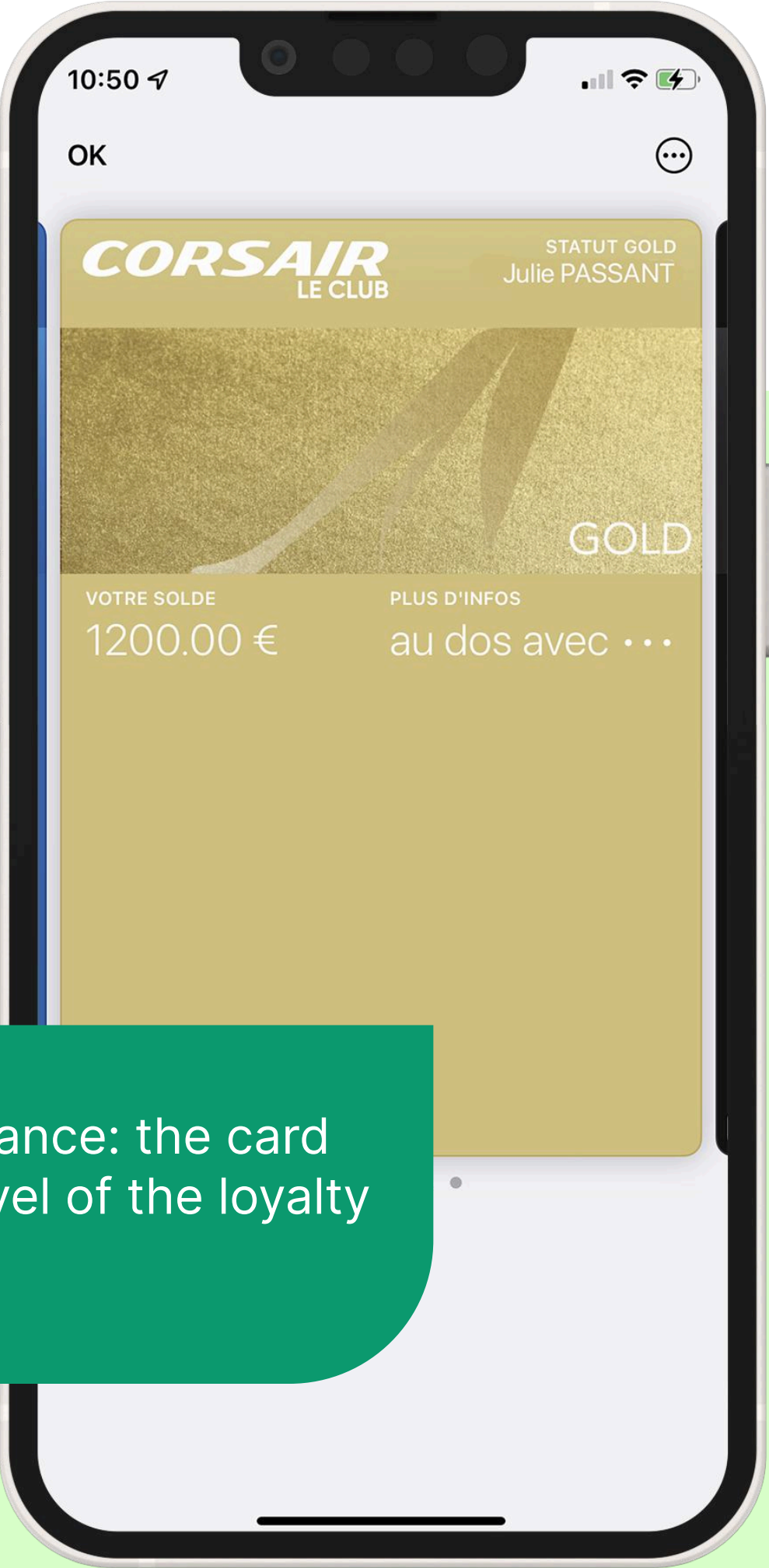
# Making the "Le Club Corsair" Loyalty Card Come Alive



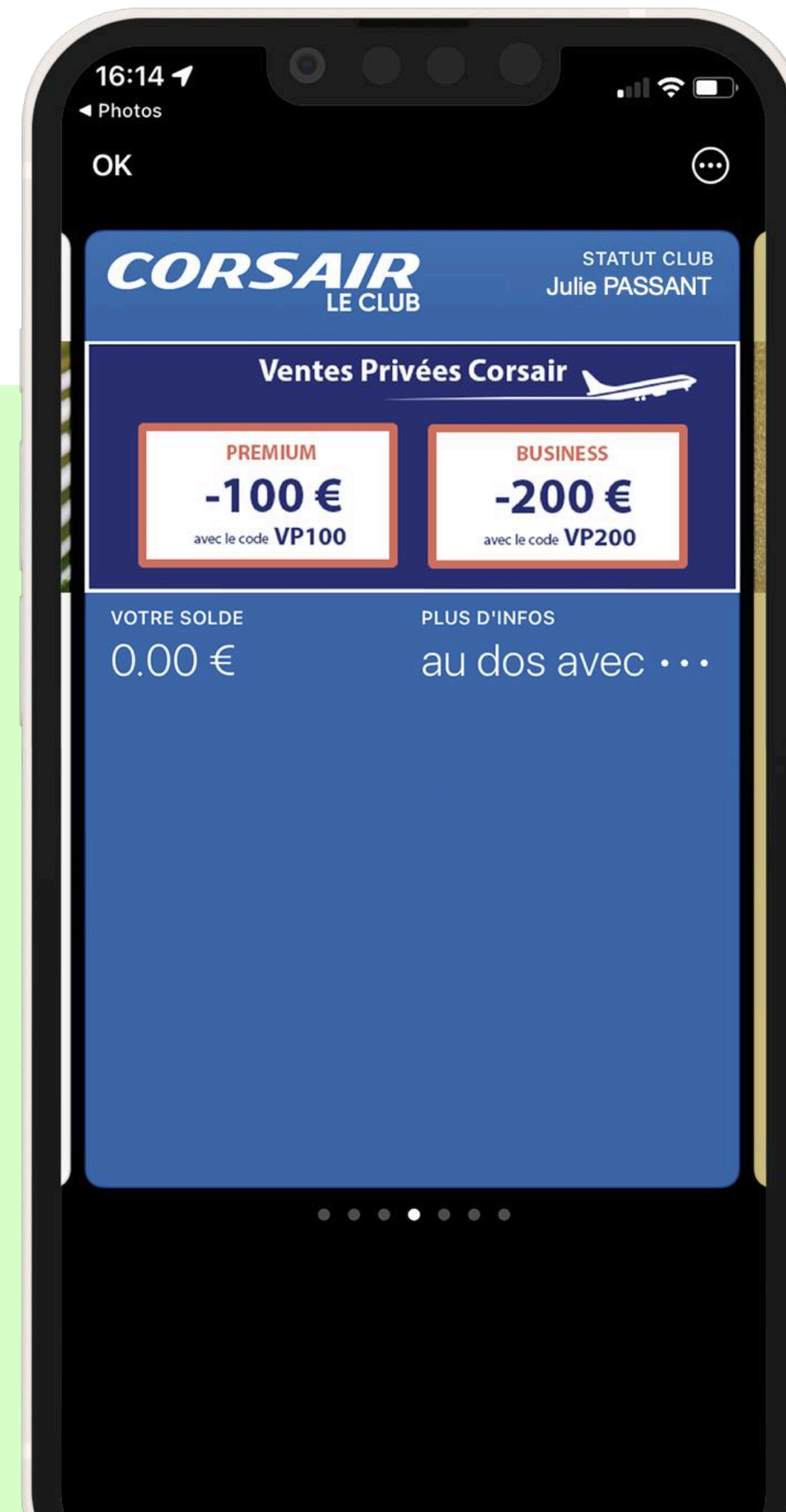
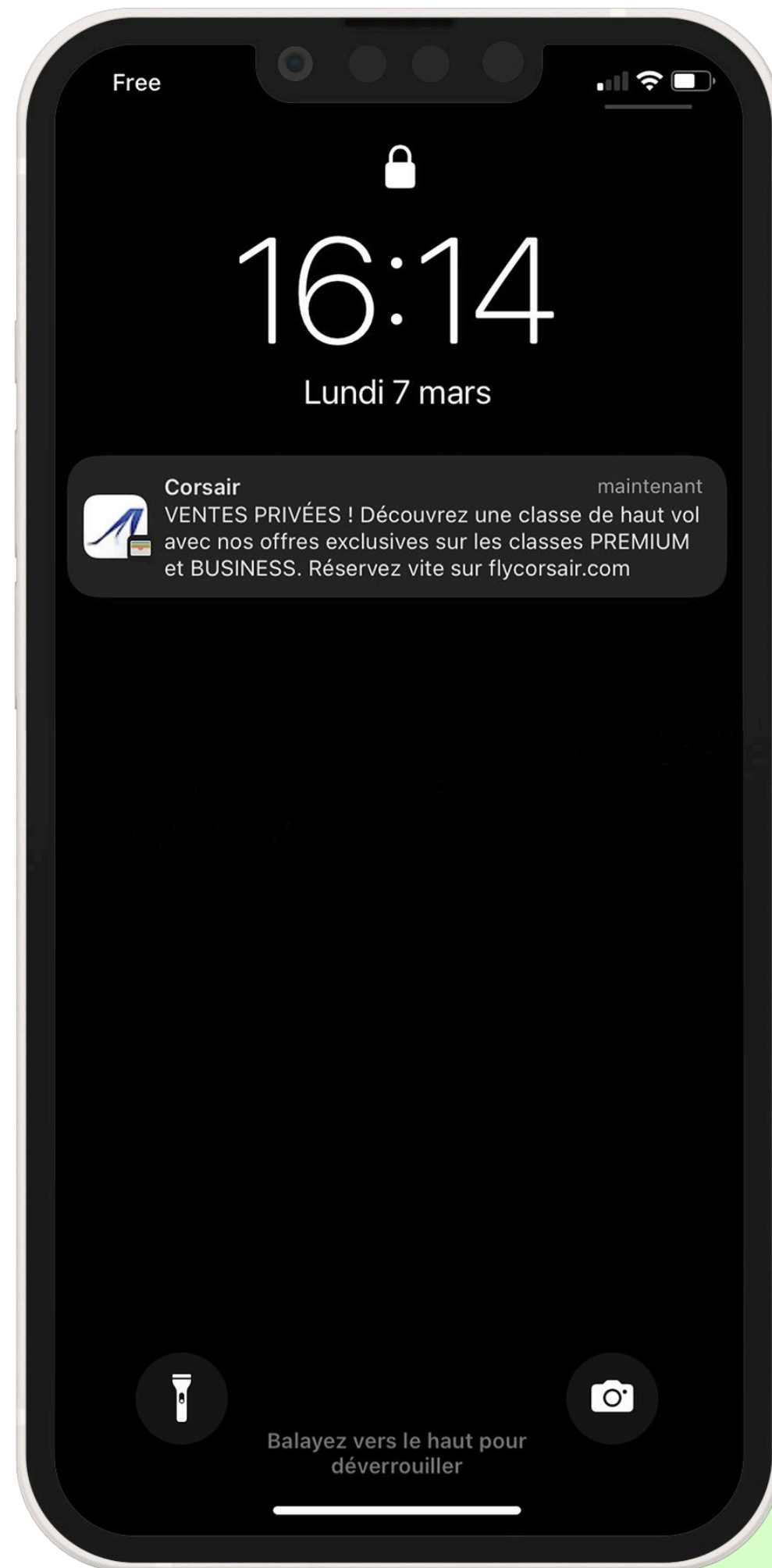
Notifications alert customers when they accumulate euros in their rewards pot.



Automatic update of the balance: the card upgrades to Gold (the next level of the loyalty program).



# Loyalty Card in Action

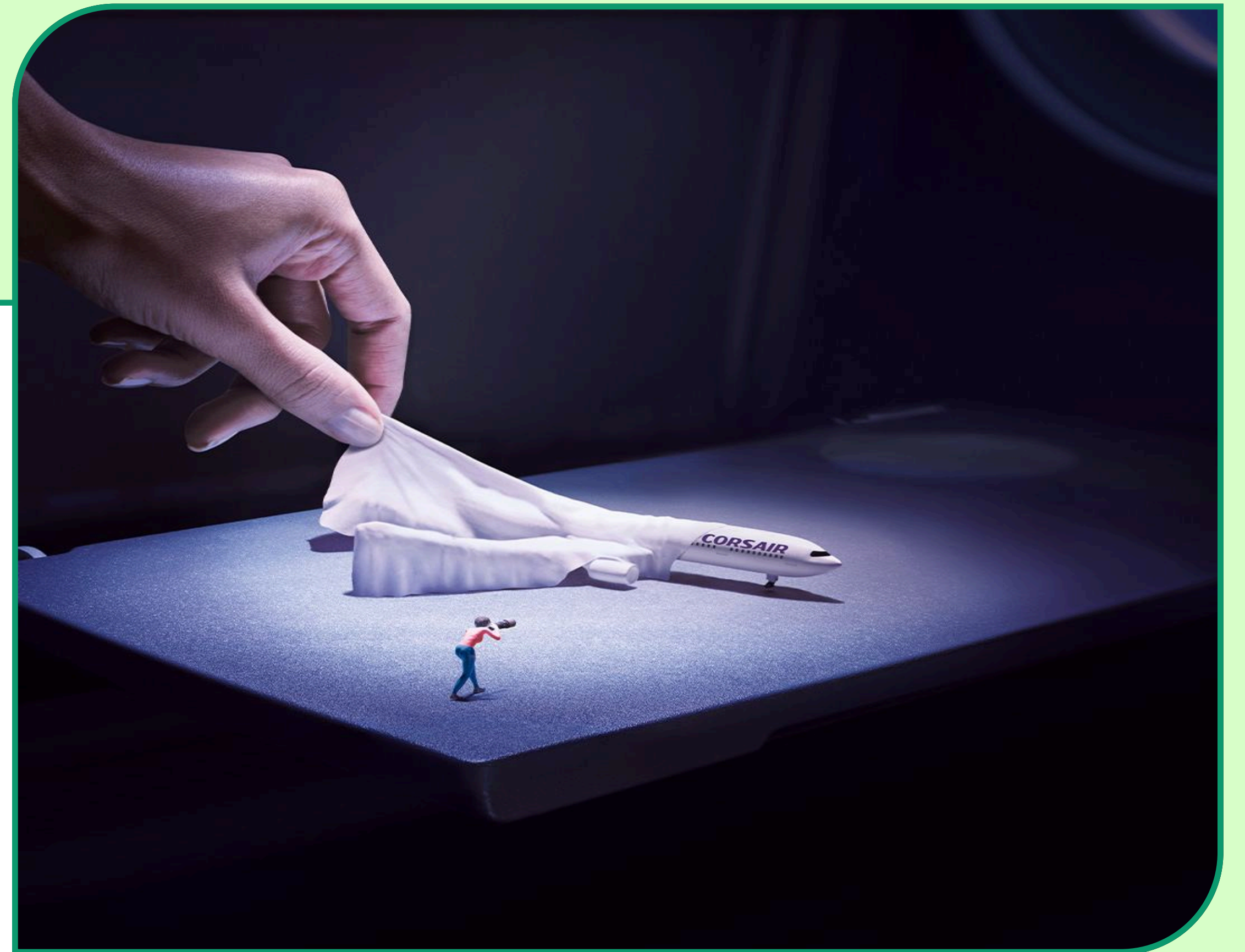


## Exclusive discount offers

Corsair uses the Wallet as a communication channel to broadcast key moments of the commercial plan through loyalty cards, such as Private Sales.

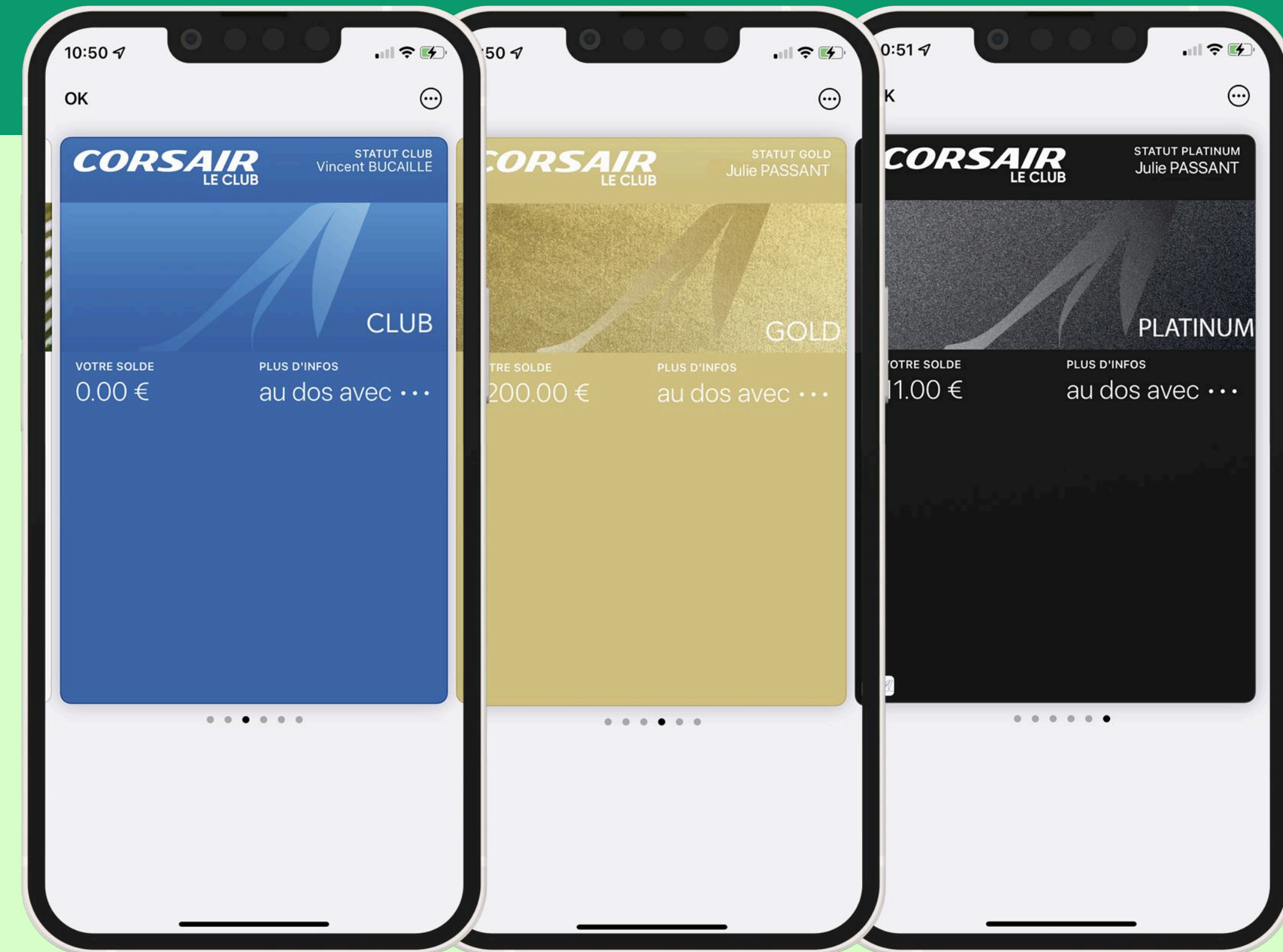
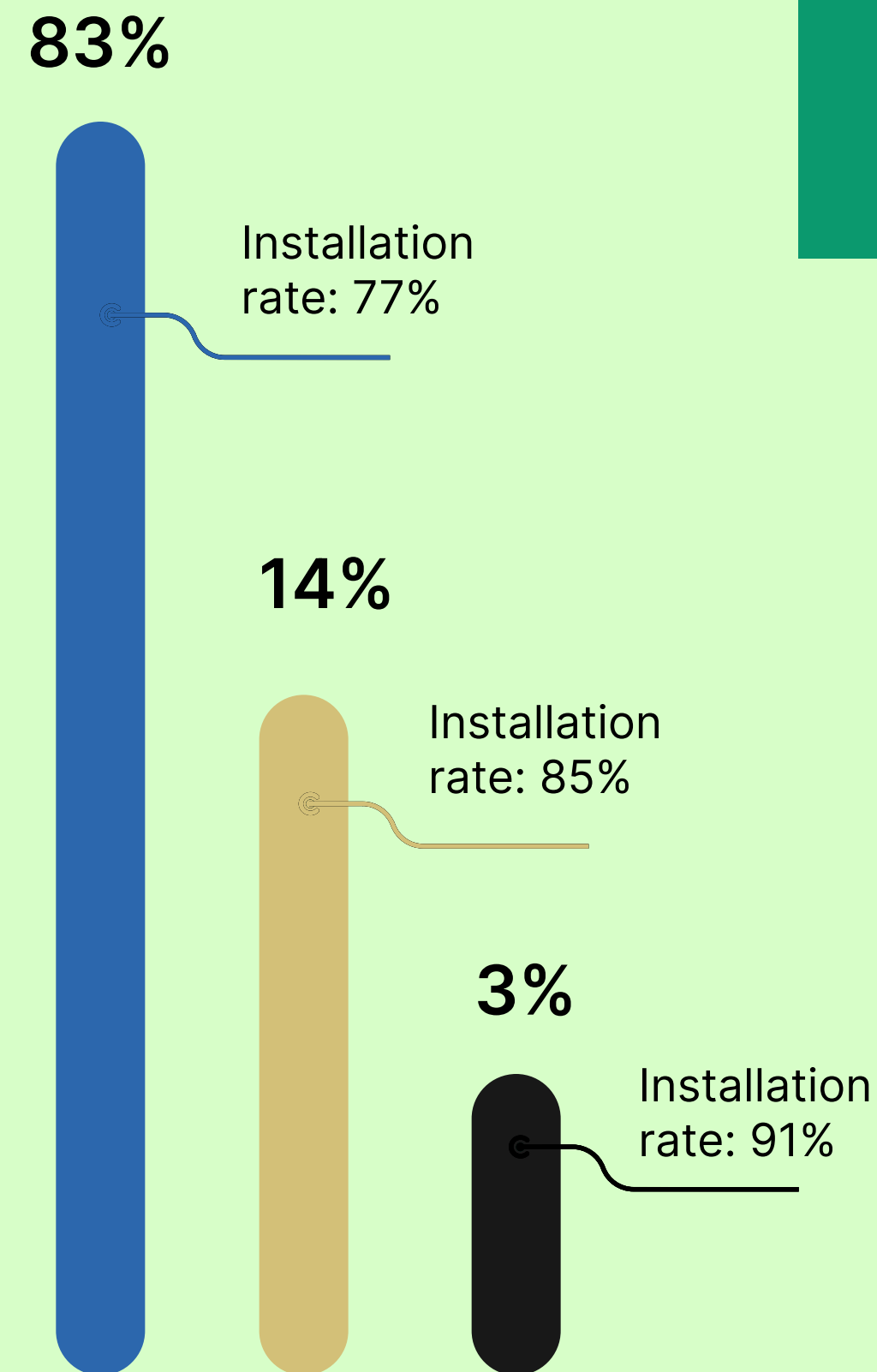
The Corsair wallet card is updated for the occasion, and a push notification campaign is sent out.

**Who uses the  
Corsair loyalty  
card?**



# Distribution of mobile wallet users by status

The more engaged the customer is with the brand, the higher the installation rate, peaking at 91% for the most committed members (Platinum status holders).



Club

Gold

Platin

# Customer Testimonial

"At a time when traveling required extra effort and came with many constraints, we did everything possible to support our customers and make things as easy as we could. Thanks to the wallet, Corsair customers can find all their travel documents in one place on their smartphone, offering a seamless travel experience."

*Julien Ballout*  
*Digital Factory Manager, Corsair*





# Brevo Wallet

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More than 250 customers trust us

