

iCoupon signs exclusive agreement with Finnair



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[iCoupon](#) has been named by Finnair as its sole provider of disruption vouchers. This agreement will see iCoupon's technology established across the global Finnair network.

Following iCoupon's successful rollout for the airline at Helsinki-Vantaa Airport, Finnair has moved to a system fully integrated with iCoupon. The second stage will be the international deployment of iCoupon's digital solution.

By adopting iCoupon's solution exclusively, Finnair's disruption processes are streamlined from beginning to end, from voucher activation to invoicing and accounting. Passengers' vouchers are activated via their boarding passes and trigger automated voucher notifications, with a link to a variety of retailers that have also implemented the service.

Finnair's integrated iCoupon solution also uses event-based customer and flight data feeds. From this, flight disruption information is gathered and, when necessary, vouchers are created for affected customers in iCoupon via the system's Application Programming Interface.

"Finnair is a hugely valued customer, and it is incredibly rewarding when an airline experiences iCoupon in action and chooses to expand the remit of that initial relationship. iCoupon is growing at an exceptional rate, now issuing over one million vouchers every month – a figure which is likely to double by the end of the year. As we continue to establish ourselves as the largest provider of disruption vouchers around the world, it's fantastic to have such a prestigious partner as Finnair continuing to enjoy the benefits of iCoupon," says Richard Bye, CEO at iCoupon.

"Finnair is constantly improving on the customer experience, and excellent handling of flight disruptions is a high priority for us. iCoupon's digital vouchering service makes instances of flight

disruption, which can sometimes be stressful, much smoother for customers as they have their voucher to hand without having to wait or follow a number of steps. We are very pleased with the results the system has yielded and look forward to expanding the use of iCoupon throughout our operations," adds Marko Haaksiala, Development Manager at Finnair.