

# iCoupon announces partnership with Marabu



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iCoupon, the leading digital vouchering platform in airports worldwide, has added another notable airline to its portfolio having secured a partnership with Estonian-based airline Marabu.

This partnership, which marks iCoupon’s debut in the Estonian market, will see the company implement its intelligent vouchering system into Marabu’s existing operations, providing passengers with a simple and seamless solution in the event of flight delays. The programme will begin with flights serving Spain and Germany, with more to follow.

iCoupon’s platform uses contact-free technology to directly transfer the value of vouchers given due to flight disruption directly to the passenger’s boarding pass. By exclusively adopting iCoupon’s intelligent solution, Marabu’s voucher disruption process is streamlined from beginning to end, from voucher activation to invoicing and accounting. Intelligent vouchering eliminates the need for physical vouchering in airports, with vouchers of any value issued directly to mobile or printed boarding passes for compensation. By implementing iCoupon’s platform, Marabu will benefit from a streamlined process that has been proven to increase passenger satisfaction.

Marabu prides itself on providing comfort and excellent service, flying to a number of destinations across the Mediterranean Sea.

Richard Bye, CEO of iCoupon, said, “Marabu is a fantastic addition to our portfolio and it is great to be partnering with an ambitious up-and-coming airline. With delays often inevitable, ensuring the best possible passenger experience is a priority for all airlines, and as a new airline, making sure operations run as smoothly and efficiently as possible is clearly very important to Marabu. The iCoupon platform is perfectly suited for all airlines, whether they are large established names, or newcomers looking to make the best start possible. We look forward to assisting Marabu in offering an even better experience moving forward.”

Diana Strauss, Director Customer Journey at Marabu, said, “As an airline, it is important to not only

plan and prepare the 'happy path' for the customers, but also to ensure a smooth experience when things go wrong. As we strive for an easy digital passenger experience, iCoupon is the perfect fit. With iCoupon as our partner we managed the extremely easy implementation within just two months. Their technology allows for a faster provision of service and a wider variety of options for the customers, as well as reducing the workload of the local agents at the airport."