



SmartDelay™

SmartDelay™

A parametric flight disruption service that gives your customers greater choice when travel doesn't go to plan.

A Smarter Way to Support Customers During Flight Disruption

Flight disruptions remain a common reality in air travel, creating high-friction moments that shape the customer journey. SmartDelay is a parametric flight disruption service that enables brands to respond instantly, providing customers with access to an airport lounge, or alternative benefit when a qualifying delay or cancellation occurs.

Powered by real-time flight data, **SmartDelay delivers a digitally enabled travel benefit with high perceived value and low cost to serve, making it a compelling**

option for mass-market propositions. It provides a practical way to differentiate your offering, reinforce trust, and enhance the customer experience when travel does not go to plan.

With access to an extensive network of airport lounges, plus flexible delivery through a microsite, API, or widget, SmartDelay can complement a wide range of customer propositions while remaining low cost, simple to launch and easy to use.



Extensive network

of over 1,800 airport lounges and travel experiences worldwide.

Seamless Integration

with three simple setup options to meet your business requirements, including custom-built microsite, API or widget; creating minimal disruption and maximum impact.

White-labeled

enabling the ability to deliver a fully branded experience, while strengthening customer loyalty and reinforcing ownership of the end-to-end journey.

Zero claims or admin

powered by parametric technology - no forms, no claims, no waiting. Just automatic rewards served up at the point of disruption.

How SmartDelay Works

Flights are registered in advance, enabling SmartDelay to monitor each journey in real time. If a qualifying delay or cancellation occurs, the benefit is triggered automatically, delivering a smooth and effortless customer experience.



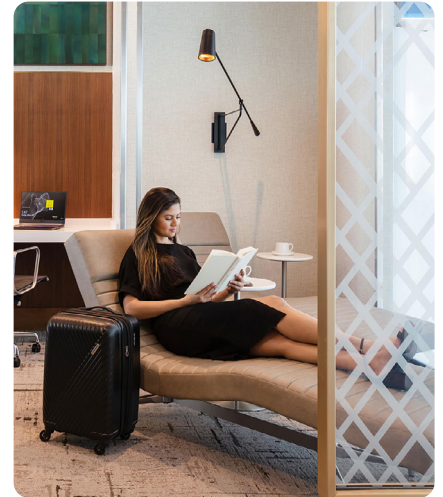
1. Customers register their flight

It's quick and easy to do, automatically putting SmartDelay on standby once complete.



2. Customers informed of a delay

Real-time tracking lets customers know instantly about the delay or cancellation.



3. Instant lounge access or alternative benefit

A QR code unlocks the benefit of either airport lounge access or alternative benefit when lounges aren't available.



SmartDelay+ provides an alternative benefit to lounge access

SmartDelay+ extends the proposition by offering an alternative cash payout benefit when lounge access is unavailable, helping maintain customer satisfaction even when lounge inventory is limited.*

*Currently only available in select markets.



Industry Applications

Financial services: Differentiate mid-tier portfolios with a travel benefit that supports engagement, retention, and perceived value.

Insurance: Enhance low cost travel propositions with a customer-facing benefit that strengthens the offer and creates additional commercial value.

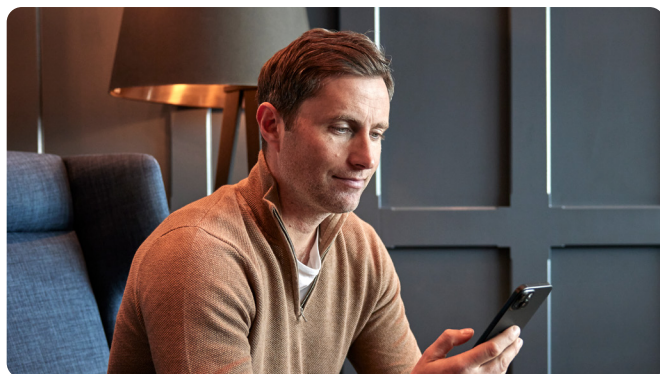
Travel: Support ancillary revenue while improving customer satisfaction when plans change.

Why Choose SmartDelay?



Your business

- ✓ Deliver premium customer value without the premium complexities.
- ✓ Differentiate your proposition with a high perceived value and low cost to serve benefit, making it a compelling option for mass-market propositions.
- ✓ Launch a digitally delivered travel benefit with flexible integration and minimal operational overhead.
- ✓ Reduce administration associated with traditional disruption benefits through automated, parametric delivery.
- ✓ Complements existing propositions as a value-added benefit or ancillary revenue generator.



Your new and existing customers

- ✓ Receive practical support during disruption, including access to comfort, space, and added flexibility while waiting to travel.
- ✓ Benefit from immediate communication and a smoother experience at a stressful point in the customer journey.
- ✓ Access a simple digital experience without forms, claims, or unnecessary friction.
- ✓ Enjoy premium airport lounge access for the traveler, and eligible companions, delivered seamlessly at time of disruption.

Smartdelay provides a complete end-to-end experience, from registration to benefit delivery.

With a global presence in over 143 countries, Collinson International helps brands create stronger customer relationships through travel experiences and engagement solutions. SmartDelay combines travel expertise, real-time technology, and flexible delivery to help businesses offer meaningful support when journeys are unexpectedly interrupted.

Discover how SmartDelay can strengthen your proposition with a premium travel benefit designed for moments of disruption.

Contact Us

Collinson International is the global, privately-owned company dedicated to helping the world to travel with ease and confidence.

We work with the world's leading payment networks, over 1,400 banks, 90 airlines, and 20 hotel groups worldwide. We deliver market-leading airport experiences, loyalty and customer engagement, and insurance solutions for over 400 million end consumers.

Collinson International is the operator of Priority Pass™, the world's original and leading airport experiences program. Travelers can access a network of over 1,900 lounges and travel experiences, including dining, retail, sleep and spa, in 865 airports in 143 countries, helping to elevate the journey into something special.

Collinson International's flight disruption assistance product, SmartDelay™, gives airline passengers access to an airport lounge or alternative benefit in case of a flight delay or cancellation.

[Collinsongroup.com](https://collinsongroup.com)