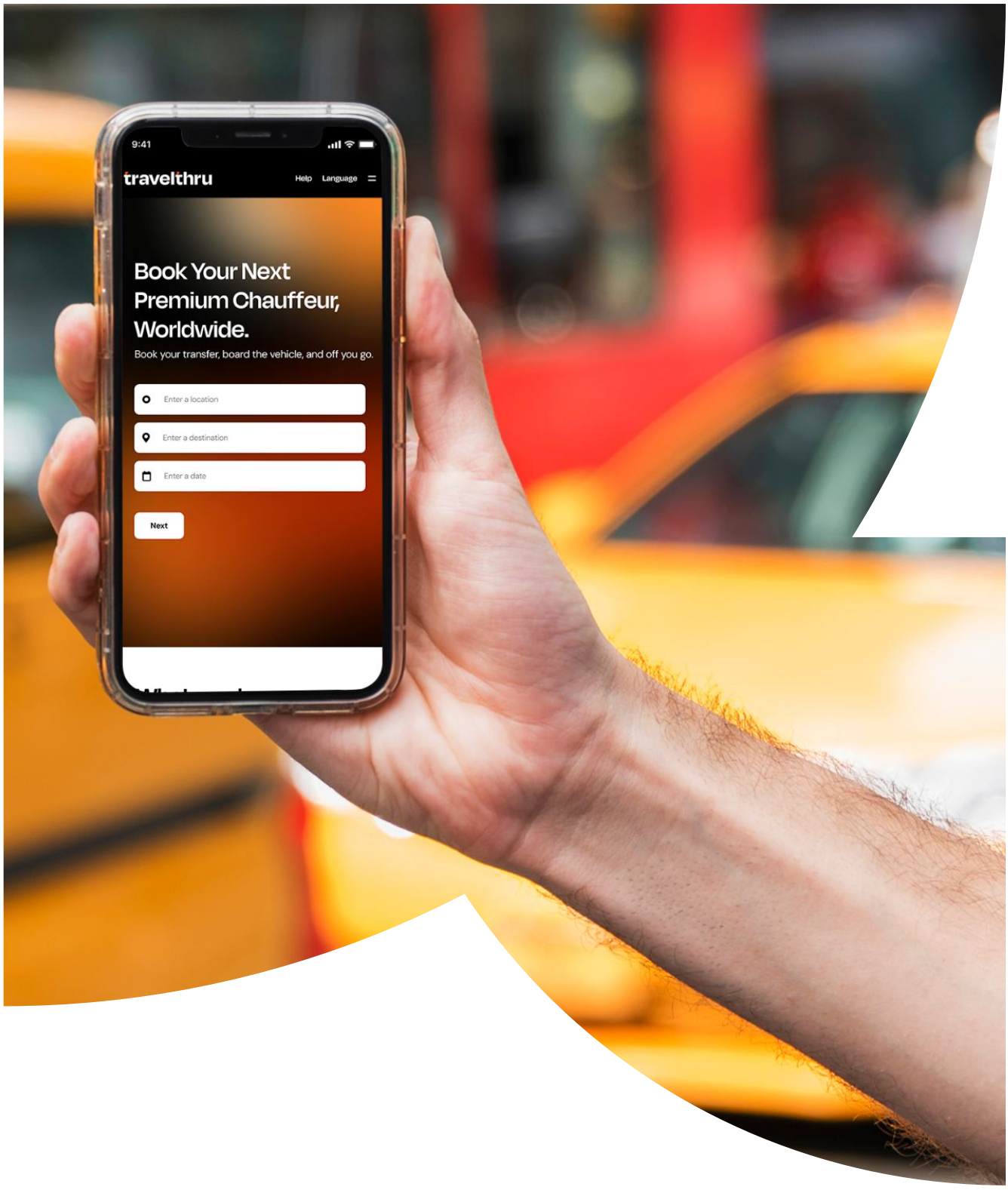


SkyJoy and TravelThru's White-label Partnership



Introduction

In the highly competitive travel industry, seamless services are vital for enhancing customer experience. This case study examines how TravelThru and Vietjet Air's SkyJoy Loyalty App collaborate to integrate a white-label airport transfer service, aiming to streamline travel experiences for Vietjet Air's customers.



Background

SkyJoy

SkyJoy is the esteemed loyalty program proudly presented by **Vietjet Air**, designed to reward our valued passengers with a host of **exclusive benefits** and **privileges**. As the leading low-cost carrier in Vietnam, Vietjet Air is committed to enhancing the travel experience of our customers, and SkyJoy embodies this dedication perfectly. Whether you're a frequent flyer or an occasional traveler, SkyJoy offers an array of rewards, ranging from flight discounts to exciting gifts from our partner brands.

TravelThru

At TravelThru, we pride ourselves on being a premier provider of airport transfer and ground transportation services worldwide. With our extensive global presence spanning over **150 nations** and operations at more than **500 airports**, we are dedicated to ensuring seamless travel experiences for our clients.



150+
nations

500+
airports

300+
partners

Our commitment goes beyond mere transportation; we strive to create unforgettable journeys marked by **reliability**, **attention** to **detail**, and **comfort**.

Whether you're in need of efficient airport transfers with professional drivers, stress-free A to B rides, or luxury travel experiences with our chauffeur service, TravelThru is here to elevate your journey to new heights of excellence and sophistication. With us, every moment is extraordinary, and we look forward to exceeding your expectations with our unmatched service.

Challenges

Technical Integration

Achieving seamless integration with SkyJoy necessitates compatibility, data synchronization, and a smooth user experience.

User Experience

The integrated solution within SkyJoy must offer user-friendly functionality for booking and managing transfers.

Loyalty Point Acquisition

Transparent communication of SkyPoint rewards earned for bookings through TravelThru's White Label solution is essential.

Security and Privacy

Data security and user privacy are paramount, requiring robust encryption and strict compliance measures.

Operational Efficiency

Efficient coordination among SkyJoy, TravelThru, and stakeholders is critical for smooth implementation.

Solutions

Technical Integration

Our team of developers from Vietjet Air and TravelThru collaborates to seamlessly integrate the airport transfer white-label solution into the SkyJoy app. Leveraging APIs and SDKs, we ensure smooth data exchange and synchronization between platforms, completing the process in just 2-3 weeks.

User Experience Enhancement

TravelThru creates a dedicated subdomain for SkyJoy users, providing a seamless booking experience within the app.

Loyalty Point Acquisition

Clear visual communication in the White Label solution highlights the SkyPoints incentive, encouraging transparent reward recording.

Security Measures

Robust data encryption and secure payment gateways like Stripe safeguard user data, with regular audits maintaining compliance.

Operational Streamlining

Structured project management ensures smooth integration, with regular meetings facilitating timely issue resolution.

Results

Enhanced Convenience

Integrating airport transfers into SkyJoy streamlines booking, improving user experience.

Improved Engagement

Offering services like airport transfers boosts loyalty to Vietjet Air and SkyJoy.

Increased Revenue

Adding airport transfers opens new revenue streams for SkyJoy.

Positive Brand Image

Seamless services through SkyJoy showcase Vietjet Air's customer focus and innovation.

Conclusion



The integration of an airport transfer white-label service within the SkyJoy Loyalty App represents a significant milestone in enhancing the travel experience for Vietjet Air's customers. By collaborating with TravelThru, Vietjet Air demonstrates its commitment to innovation and customer satisfaction, ultimately strengthening its position in the competitive aviation industry.

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