

Case:

 Trustly

# A2A payments taking off

- How Trustly pay-by-bank won Norwegian Airlines customers



# The Situation

For several years, leading low-cost airline Norwegian has been exploring innovative payment methods to improve customer experience and take control of their payment cost structure. Looking for speed, lower costs and more efficiency, the airline was keen to shift the bulk of its payments volume to A2A (account-to-account) payments.

Norwegian was one of the first to recognise that A2A solves an airline's most fundamental payment challenges, the three C's:

## 1. Customer Experience

International travelers are increasingly choosing this payment alternative. In Norway, Sweden and Finland, A2A is among the fastest growing payment methods. Off the back of PSD2 (The EU's second Payment Services Directive) this growth is expected across Europe including the UK, as consumers are offered a superior user experience vs card.

## 2. Cashflow

Getting paid quickly is always a priority. When considering Trustly, Norwegian saw the cashflow benefits of near-immediate settlement across currencies, the absence of chargebacks or holdbacks and the resulting control over their cash flow, as well as the reduction of fraud through built-in SCA (Strong Customer Authentication).

## 3. Cost

A2A payments offered substantial cost efficiency vs card schemes. A study by McKinsey & Co estimates that airlines globally are spending 3% of their total revenue on payment-related costs, eating up 78% of net profits. Direct bank payments reduce the middle men vs card networks creating savings - especially on high-value transactions like airfares due to its fixed (instead of variable) pricing.

Norwegian chose Trustly as its Open Banking partner because of its operational efficiency, cost savings and extensive coverage across Europe, including Norwegian's key markets. The service was rolled out in January 2020 showing immediate results. It attracted a 30% share-of-wallet in Finland and +10% share-of-wallet in Norway, a market with historically low preference for bank payments.

It created further interest in optimising the checkout to drive further adoption of pay-by-bank.



This partnership is yet another example of how we're strengthening and simplifying the customer experience.

Dagfinn Misund, Head of Payment and Fraud at Norwegian



## The Solution

- Fast, agile and willing to experiment, Norwegian launched a series of A/B-tests in their checkout, drawing on insights from both teams. The goal was to see which communication and design their consumers responded best to.
- The key was to guide users with clear explanations for the Trustly option and why it would benefit them.



## Online Bank Payment - Fast, safe and no fees

- Simultaneously, Trustly transformed its payment experience through Trustly Azura, a new payment engine. It triangulates a massive dataset to recognise users, across merchants and devices, reducing steps and time to complete a transaction by 50%. This, in turn, has markedly impacted conversion rates.

# The Sum of It

Following a gradual rollout of improvements over 2023, the results are extremely decisive when comparing Q1 2024 to the same period a year earlier:

**+7.8%**

Conversion  
rate increase

**+89%**

New Users

**+83%**

Total pay-by-bank  
transactions

**+415%**

UK transactions  
[Jan '24 vs Jan '23]



**Trustly helps Norwegian lower operational costs in a safe and secure way. Passengers can pay for their tickets securely straight from their online bank accounts, with a seamless user experience and no manual entry. We've found a valuable partner in Trustly.**

Dagfinn Misund, Head of Payment and Fraud at Norwegian

To Norwegian, Trustly is more than a supplier. Having formed a close strategic relationship, each contributes to the partnership through industry experience, marketing resources and insights for long-term success.

**To learn more about Trustly Payments and our full suite of A2A solutions**

[Click here](#)

Trustly is a global payment method. We link the world's top brands with millions of consumers who instantly transfer, pay, and get refunded in the most secure and convenient way. We forged a path for Open Banking, leading from the front to create a world-class platform where we innovate beyond the sector we inspired. We handle the entire payment journey at an unmatched scale, transforming the performance and experience of payments for over 8,300 merchants in 33 markets, connecting them to 650+ million consumers through 12,000 banks.