

### Training Bulletin

<b>GROUND OPS TRAINING BULLETIN 005/2025</b>	<b>SUBJECT</b> New functionality for service payment	<b>TITLE</b> "Pay-by-Link" service in ALTEA CM
<b>DATE OF ISSUE</b> 16 April 2025	<b>EFFECTIVE DATE</b> 16 April 2025	<b>APPROVED BY</b> ITA Airways Ground Ops Training Dept.

#### INTRODUCTION

In order to offer its passengers increasingly secure and effective payment methods to prevent fraud, ITA Airways has introduced a new feature to manage online payments called "Pay-by-link".

This solution has been designed to further protect customers' personal and financial data, allowing them to manage the sensitive details of the chosen electronic card by their own, without the need to show or communicate them to an operator.

The Pay-by-Link solution is therefore proposed as an additional payment opportunity to be presented to customers, adding to those already existing.

Pay-by-Link will be available on both ARDWEB and DCS Altea CM and accessible in the following markets: CA, US, AR, TN, SA, JP, EG, IN, AL, IL, BR, FR, BG, GB, ES, GR, NL, BE, DE, CH, GB, as well as in Italy.

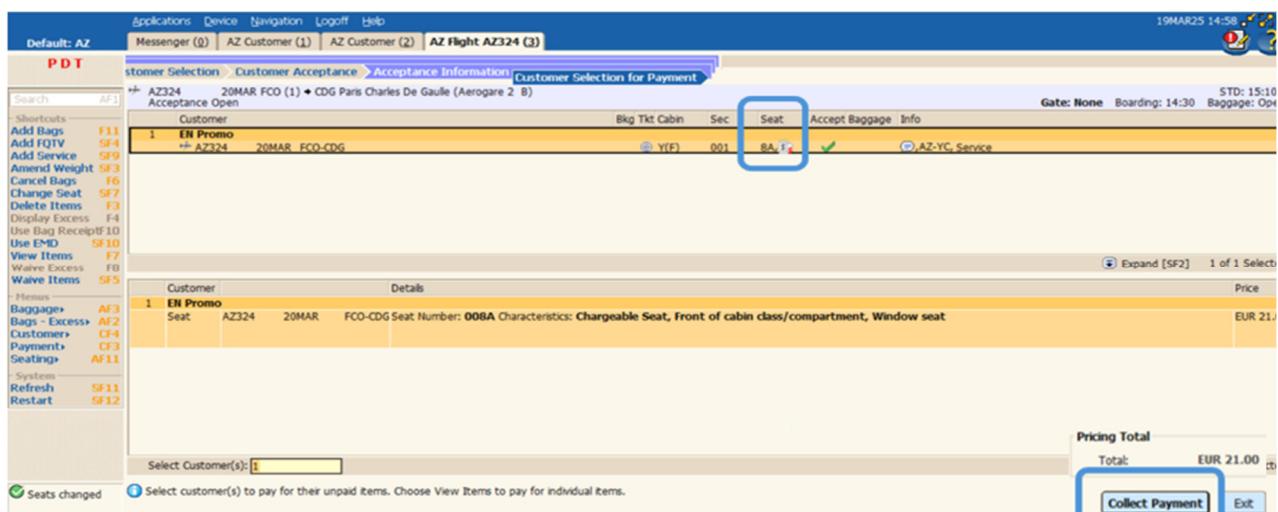
This new feature will allow operators to send passengers a link, available in 17 languages, to fulfill online payments autonomously.

#### PROCEDURE

Operators will have two options:

- ✓ send the link via email, using the predefined address of the booking if present or a different address chosen by the customer.
- ✓ send the link via SMS, entering the phone number given by passenger, including the country code.

Apply in ALTEA CM the usual process to pay a service (i.e. a seat change), the system shows all the details, requiring to collect the payment:



## LET'S KEEP INFORMED

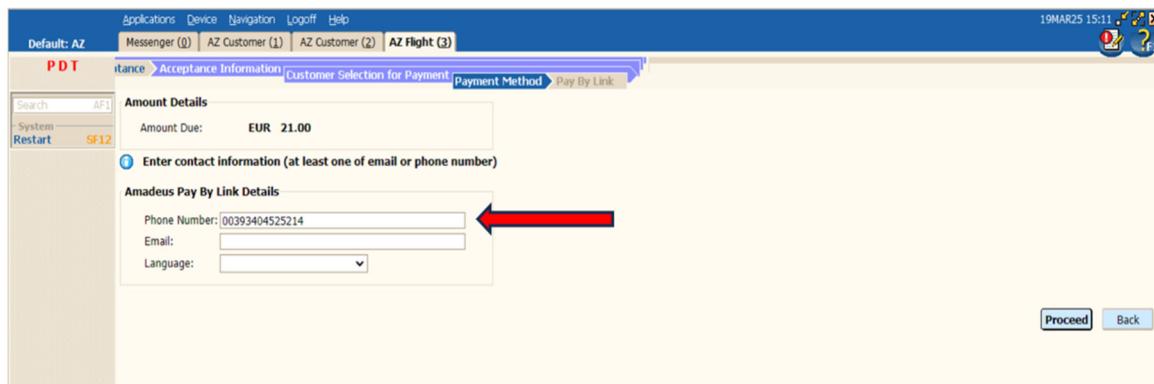
The operator must select “Collect Payment” and then the new payment method “Pay-by-Link” is appearing in the list, below the other options:



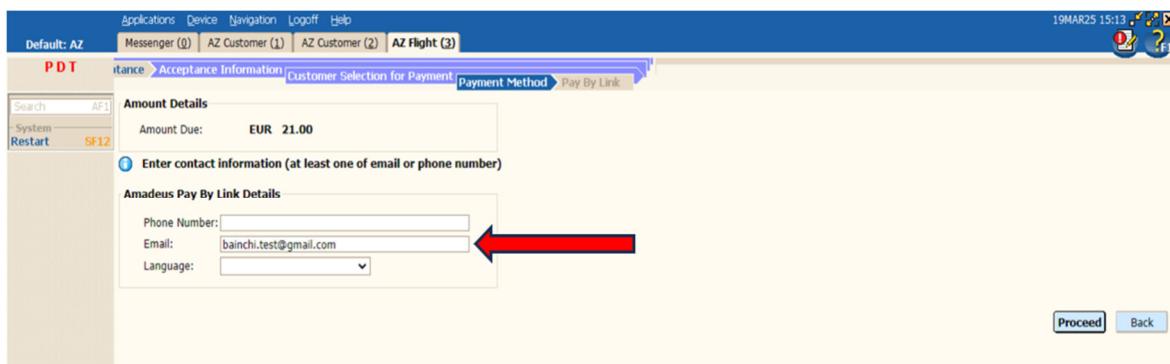
After confirming this selection, the system is requiring to ask the customers for their contact information, to send them the payment link.

There are two possible options:

- 1) Enter the mobile phone number, specifying the country code with extended format:



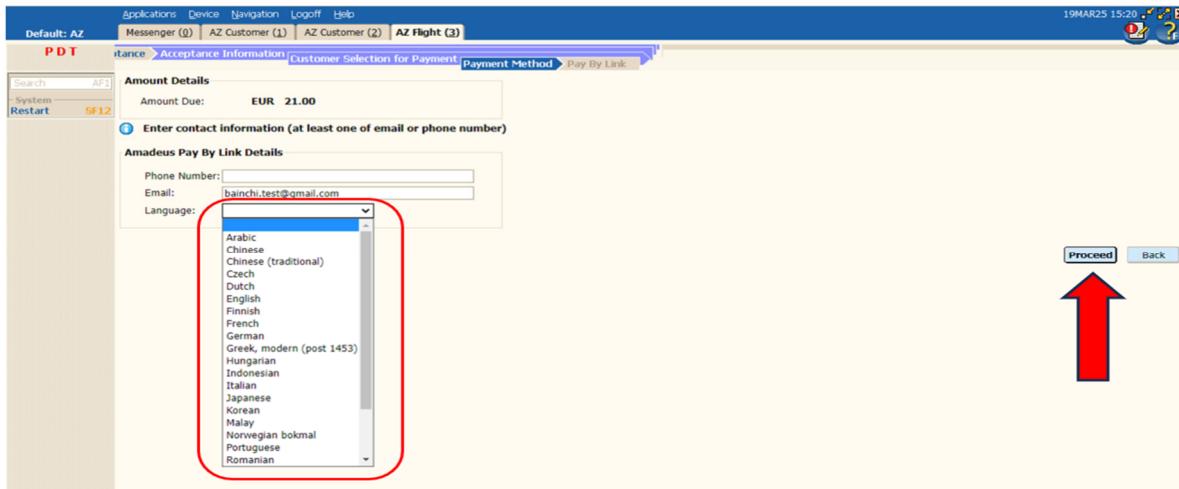
- 2) Enter the e-mail address:



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In both the cases, ask the customer which is the preferred language to receive the notification with the payment link:

- 17 languages are available in ALTEA DC CM
- If not specified, the default setting is English translation

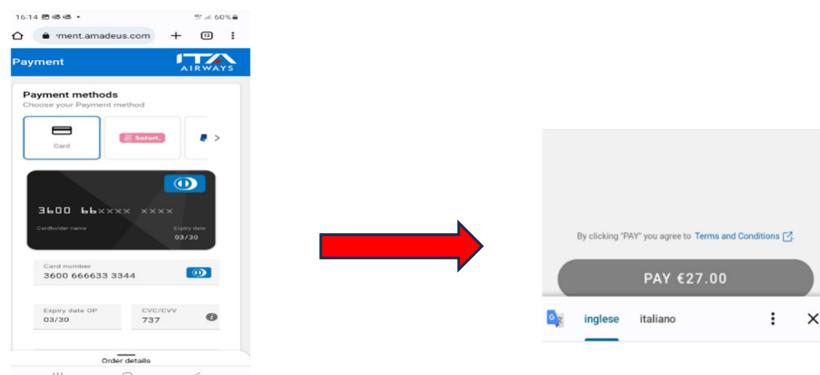
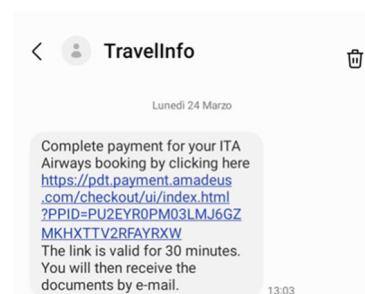


After completing the contact information and the language, the operator must select the “Proceed” button to send the notification.

The customer receives the notification by a message on the mobile or by the email.

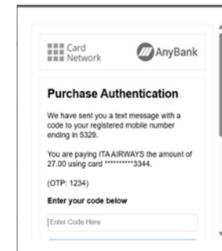
### OPTION #1: NOTIFICATION ON THE MOBILE

- After confirming the mobile option, a SMS message is arriving on the customer's mobile. The message contains a link valid to perform the payment within 30 minutes:
- In the following step, the customer can choose the payment methods (in the example, the credit card), insert the related personal data and confirm the payment:

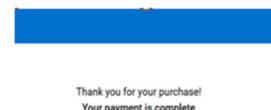


## LET'S KEEP INFORMED

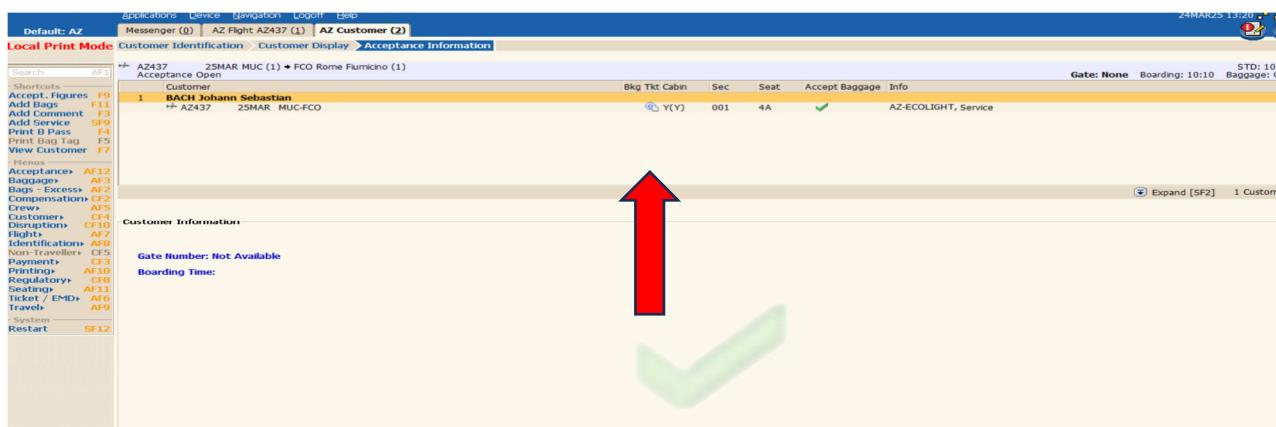
- Clicking on the button “PAY”, the customer receives a 3D-Secure code. This method validates the secure payment protocol and confirm the payment:



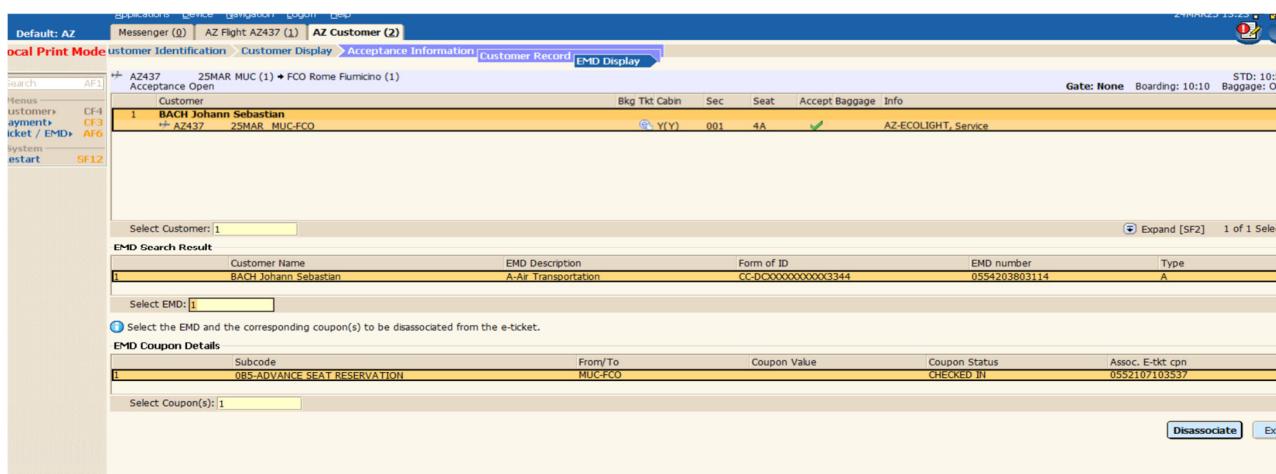
- After validation of 3DS check, approval is given and payment is confirmed. If the payment is successful, this message will be displayed for the customer:



- In ALTEA CM, the system issues an EMD after the payment:



- The payment status now is “PAID” and all the related details are shown:



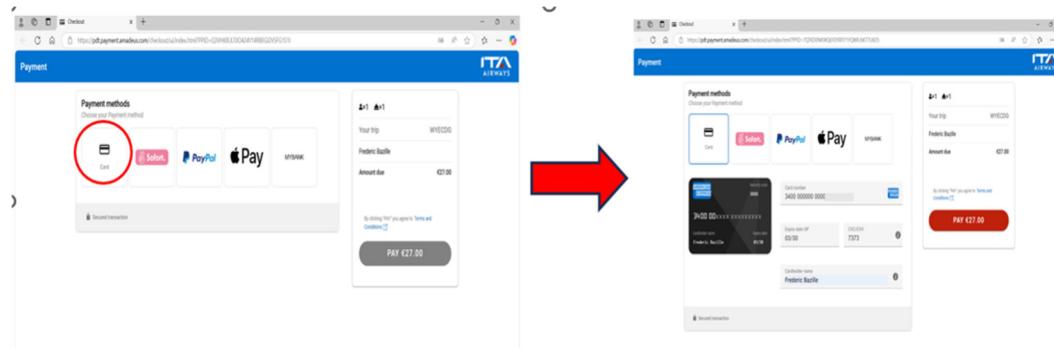
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## OPTION #2: NOTIFICATION ON THE MAIL

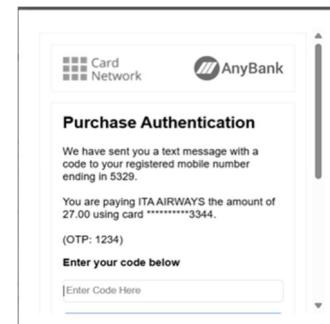
- The customer must click on the link “PAY NOW” to proceed with the payment:



- In the following page, the customer can choose the payment methods (in the example, the credit card), insert the related personal data and confirm by the red button:



- The customer receives a 3D-Secure code by SMS or email. They validate the secure payment protocol and confirm the payment:



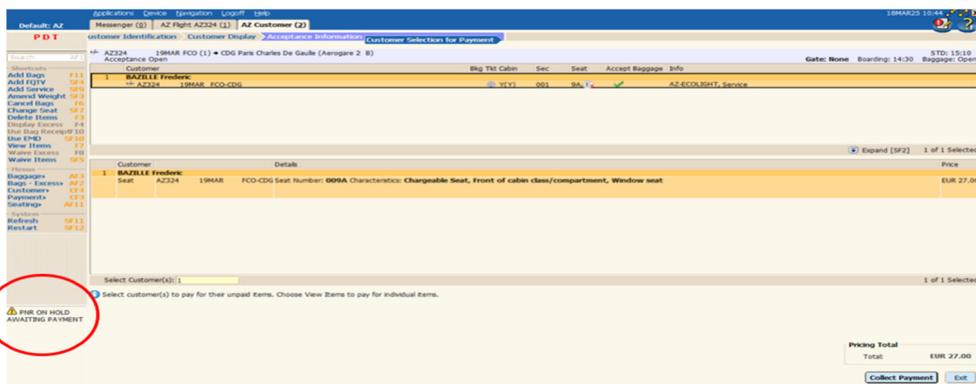
- After validation of 3DS check, approval is given and payment is confirmed. If the payment is successful, this message will be displayed for the customer:



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If the payment is not accepted a failed error will appear.

If the payment is in progress or not finalized, a notification is shown: **“PNR ON HOLD AWAITING PAYMENT”**



- After the process is finalized, the booking update status in Reservation from “Unpaid” becomes “Paid” and an EMD document number is issued in ALTEA CM with all the related details:

