

Bluebox Wow – Virtual Trolley

Offering a hygienic touch-free retail service to passengers

bluebox

Keep shopping options available on board with a virtual trolley on Bluebox Wow

Airlines must do many things differently than they did before the COVID-19 pandemic. Health and safety requirements have necessitated social distancing and reduced interactions between cabin crew and passengers. Trolley services represent an important source of revenue for many airlines, so how can these continue to be offered safely on board?

Bluebox's "Virtual Trolley" Enables Touch-Free Retail

Cabin crew-passenger interaction often involves the trolley – moving down the aisle for food & beverage services and duty-free purchases, and the facilitation of payment transactions with hand-held point-of-sale units and the handover of payment cards.

Bluebox Wow offers airlines a simple, cost-effective platform for retail sales directly from passengers' own devices. Integrated with on-board inventory systems and crew devices, alerts are issued when an item has been purchased so deliveries are on demand – no unnecessary trips down the aisle. And fully PCI compliant, payments are touchless – no need for card handling by cabin crew.

Virtual Trolley

- Continue to generate on-board sales
 - Food & beverages
 - Duty free
 - Pay-to-view content
- Clean, convenient and safe
- Supports social distancing measures
- PCI compliant card payments

