



U.S. BANK BRINGS ‘CARDLESS’ PAYMENT APP TO GENAV

News / Business aviation



U.S. Bank Multi Service Aviation is rolling out a new app that enables pilots to order and pay for fueling services directly through their phones. MSA Pay, which U.S. Bank believes is the first complete order-through-payment “cardless” mobile app for fueling in the general aviation marketplace, is designed to save its customers time by eliminating receipt and invoice tracking. In the works for about eight months, the app will be available for Apple iOS devices this year and for Google Android systems early next year.

“When you look at this space there are unique challenges,” said Dominic Venturo, chief information officer for U.S. Bank. After landing, pilots have numerous things to coordinate with the FBO, including the paperwork surrounding fuel invoicing. “We wanted to eliminate a pain point,” he said, adding this will improve the transaction process. The app can automate the process, facilitate advance scheduling and streamline billing, Venturo added.

Pilots will use the app to notify fixed-base operators of the arrival details, service requests and any special needs. Once the FBO provides the requested services, an invoice is sent to the pilot for approval. The app will email a copy of the invoice to the pilot and the pilot’s back office for final

payment processing, U.S. Bank said.

“Pilots can pay for their transactions when they want. This allows them to focus on their customers rather than the paperwork and back-office requests,” said Tami Richards, Aviation Solutions program manager for U.S. Bank. This expedites the time needed on the ground, particularly in cases of “quick turns.” Another benefit, Richards said, “is the FBO will have notification of the [requests] and be ready to respond.”

Users can select destination FBOs; make, modify and cancel reservations; create profiles; and review, approve and pay invoices through MSA Pay. The app works through U.S. Bank’s web-based point-of-sale program. The app facilitates either automated reservation confirmation or an option for the FBO to add a personalized note.

U.S. Bank is eyeing a number of additional features that will be added over the next six to 12 months, such as car reservations, catering and other concierge type services, Richards said. “We’re looking at beyond the arrival to pinpointing amenities while on the ground,” she said. The app further will enable notification of last-minute changes.

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