**Worldline partners with Cendyn to enhance online payment capabilities in the hospitality industry**

**Improving the booking experience for hotel guests to meet new behavioural patterns**

**Bezons, 22 June 2021 – Worldline [Euronext: WLN], the European market leader in payment and transactional services, today announced its collaboration with Cendyn, a leading innovator in CRM, sales, and revenue strategy in the hospitality industry. Thanks to this partnership, hotels can now include secure e-payment solutions in any automated guest communication based on the seamless integration of Cendyn’s CRM, the hotel’s own PMS (property management system) data and Worldline’s e-payment solution.**

Through the combination of Worldline’s Saferpay e-payment solution and Cendyn’s CRM engine, payment, processes can be simplified, making e-payments risk free and convenient for hotels and guests alike. Cendyn’s CRM solutions interface with hundreds of PMS systems and can apply smart and automated payment terms, in line with predefined customer segments, booking codes, rates and more.

To compete in today’s digital world, hoteliers need an array of tools, including bespoke technology solutions that meet the needs of guests, coupled with attractive design capabilities. Using the right technology does not only increase digital engagement and generate revenue, but also allows hotels to focus on serving their guests whilst adhering to regulatory requirements.

**Chris Lanckbeen, head of Travel & Hospitality at Worldline** said: **“***Our partnership with Cendyn serves both the hospitality industry and hotel guests by simplifying and securing online payments. Cendyn is connected to all major hotel systems, which means all booking data are pre-stored and sent to the guest. To complete the payment, the cardholder just needs to fill in his card details – and the hotelier can process the payment without worrying about regulatory issues.***”**

With the integrated Worldline payment Saferpay, hotels using Cendyn’s CRM are now free from exposure to PCI-compliance and charge-back risks. Their transactions are processed according to PSD2 regulations, avoiding error prone manual tasks. Likewise, hotels can tailor their payment policies to booking channels and guest characteristics. Hotels and guests alike will benefit from less manual work and potential errors thanks to automated data transfers between Cendyn’s CRM and the payment solution from Worldline.

**“***We are excited to provide hoteliers with additional value by partnering with Worldline,”* said**Rodd Herron, VP Partnerships at Cendyn***. “The integration of their comprehensive Saferpay platform with our transactional guest communications is a first in the industry. For us, this is another step in further optimizing the guest journey and making CRM as intelligent and simple as possible.****”***

A click on the payment link embedded into the email confirmation will guide the guest to the Saferpay payment site. After choosing their preferred payment method, guests can enter their payment card data. Saferpay then automatically sends the transaction status to Cendyn’s CRM and confirms the payment to the guest by email. The same mechanism enables hotels to collect credit card information from the guests before their arrival and have this data ready for payment at check-out or as a fall-back in case of no-shows. Using this method of payment, full card holder authentication is guaranteed, allowing hoteliers to fulfil PSD2 regulations and avoid PCI and charge-back risks.

The process secures an end-to end solution for guest communications while maintaining the hotel’s corporate identity across all channels, thus ensuring a smooth customer journey also from a brand perspective.

A [free webinar](https://www.six-payment-services.com/en/shared/events/2021/WebinarCendyn.html) is available for more information.

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About Worldline

Worldline [Euronext: WLN] is the European leader in the payments and transactional services industry and #4 player worldwide. With its global reach and its commitment to innovation, Worldline is the technology partner of choice for merchants, banks and third-party acquirers as well as public transport operators, government agencies and industrial companies in all sectors. Powered by over 20,000 employees in more than 50 countries, Worldline provides its clients with sustainable, trusted and secure solutions across the payment value chain, fostering their business growth wherever they are. Services offered by Worldline in the areas of Merchant Services; Terminals, Solutions & Services; Financial Services and Mobility & e-Transactional Services include domestic and cross-border commercial acquiring, both in-store and online, highly-secure payment transaction processing, a broad portfolio of payment terminals as well as e-ticketing and digital services in the industrial environment. In 2020 Worldline generated a proforma revenue of 4.8 billion euros. worldline.com

About Cendyn

Cendyn is the leading innovative cloud software and services provider for the hospitality industry. Their software solutions drive sales, marketing, and revenue performance for tens of thousands of hotels across the globe with a focus on integrated hotel CRM, hotel sales, and revenue strategy technology platforms. The Cendyn Hospitality Cloud offers a complete set of software services for the industry, aligning marketing, sales, and revenue teams to optimize their strategies and drive performance and loyalty across their business units. With office headquarters in Boca Raton, FL, USA, and offices around the globe in Germany, Singapore, Thailand, and Japan, Cendyn proudly serves customers in 143 countries. Their software solutions deliver billions of data-driven, personalized communications on behalf of their customers every year. visit cendyn.com.

Press ContactS WORLDLINE

Susanne Stöger

T +43 1 71701 6524

E susanne.stoeger@worldline.com

Hélène Carlander

T +33 (0)7 72 25 96 04

E helene.carlander@worldline.com

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Press ContactS CENDYN

**Michael Bennett, Chief Marketing Officer**

T +1 561 419 2286

E mbennett@cendyn.com

**Social Media Messages (original versions, to be reviewed by Amal)**

**Twitter:** #Worldline is partnering with @Cendyn to enable integrated #payment links in #automated guest communications, providing the first seamless integration of Worldline’s comprehensive #ePayment solution in the #hospitality industry. Read the #PR.

**Facebook:** #Worldline is partnering with @Cendyn to enable integrated #payment links in #automated guest communications, providing the first seamless integration of Worldline’s comprehensive #ePayment solution in the #hospitality industry. Read the #PR.

**LinkedIn:** #Worldline is partnering with @Cendyn to enable integrated #payment links in #automated guest communications, providing the first seamless integration of Worldline’s comprehensive #ePayment solution in the #hospitality industry. Read the #PR.