

SIA, KrisShop to launch world's first in-flight e-shopping experience

A Monitor Report

Date: 01 July, 2021



Singapore: Singapore Airlines (SIA) has become the first airline to offer live online shopping onboard its aircraft from June 28, 2021, as KrisShop e-commerce platform becomes available via the KrisWorld in-flight entertainment (IFE) system. This service will initially be available on selected Airbus A350 aircraft, and progressively rolled out across the SIA network.

Customers will be able to choose from more than 4,000 products across a wide range of categories including exclusive airline merchandise, beauty products, fragrances, electronics, and liquor. They will enjoy duty-free prices on orders that are delivered on their next Singapore Airlines flight. Customers can also choose to have their purchases delivered directly to their homes.

SIA and KrisShop are working with AirFree, Thales, and Panasonic Avionics to offer this all-new in-flight e-shopping experience for its customers. It leverages an industry-first air-to-ground connectivity technology, which connects KrisShop directly to the aircraft IFE system and enables both live updates on product availability and credit card authorisation.

"E-commerce is the future of shopping, and integrating this feature into our in-flight entertainment system is yet another industry first for SIA. This allows KrisWorld to go beyond movies, television shows, music, and games, and offer customers more of

what they want while flying with us. This is part of our unwavering commitment to continuously innovate and enhance our product and service offerings, and augment the travel experience for our customers," said Yeoh Phee Teik, Senior Vice President Customer Experience, Singapore Airlines.

Chris Pok, Chief Executive Officer, KrisShop, said, "KrisShop has been at the forefront of connecting with consumers since our rebranding in 2019. Today, together with Singapore Airlines, we are excited to be able to enhance and rejuvenate the in-flight shopping experience with the inclusion of our live e-commerce platform on KrisWorld. This extends our reach to the travel audience segment, and reinforces our commitment to deliver an integrated user experience to all customers."

As part of the launch, customers will enjoy a 15 per cent discount if they spend a minimum of SD 150 on pre-order items to be delivered to them on board their next flight, or a 10 per cent discount with no minimum spend on home delivery orders. KrisFlyer and PPS Club members can continue to accrue KrisFlyer miles for their purchases when they shop on board eligible flights.