smartcurrencyfintech.com



The crest of a wave

Our partnernship with a leading US holiday provider led to a thorough review of its risk management protocal. With our advice and fintech solutions, it was able to mitigate risk while providing clients with an expanded product offering.

AN INDUSTRY IN FLUX

As travel bookings rebounded in the wake of the covid-19 pandemic, this travel company specialising in the Orlando rental market enjoyed a swell in demand. However, due to shifting consumer habits and growing expectation of more financial flexibility, it needed to address its currency exposures without compromising on customer service.

Managing international payments had become more difficult due to higher numbers of cancellations. Moreover, ongoing volatility in currency markets meant that even the smallest change to revenue had the potential to translate to significant cashflow strains in the long run.

ROBUST AND EFFICIENT

The company came to us looking for a currency management solution that would prove both robust and efficient. With bookings often made up to two years in advance, it needed a reliable and efficient way to handle spot and forward transactions.

After evaluating the company's needs and circumstances, our expert team were able to develop a strategy that used both spot and forward contracts to benefit from advantageous market conditions and hedge against less favourable rates. The result was a more secure balance sheet, which provided the company with the confidence to expand.

The company now benefits from access to our comprehensive suite of fintech solutions. Our new technology offering enabled it to keep pace in a competitive marketplace while also ensuring its key financials were shielded from a rainy day.

This blended approach of expert advice and cutting-edge technology has helped the business reach new heights. We continue to develop new products that allow growing companies to reach their full potential.

If you want to learn more about how Smart Currency Fintech can help your business remove uncertainty and mitigate the risks of foreign currency exposure, please email us at info@smartcurrencybusiness.com or give us a call on 020 7838 0500.

100+ employees **71,000** private clients **2,000** corporate clients

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