Global Blue Enhances its Mobile Customer Care Solution for Tax Free Shoppers

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- **Global Blue has upgraded its Mobile Customer Care solution, making Tax Free Shopping even smoother and more seamless for international travelers.**
- **Designed to provide international shoppers with seamless, real-time support, this enhancement introduces a more intuitive user experience (UX), expanded language coverage, and improved refund tracking.**

Mobile Customer Care: A Digital Companion for Tax Free Shoppers

Since its launch in 2017, Global Blue's Mobile Customer Care has become an essential solution for Tax Free Shopping, supporting **8.7 million** international travelers with real-time, step-by-step refund guidance within the last twelve months.[1] With a 40% click rate among all travelers who receive it, Mobile Customer Care actively engages international shoppers throughout their journey.

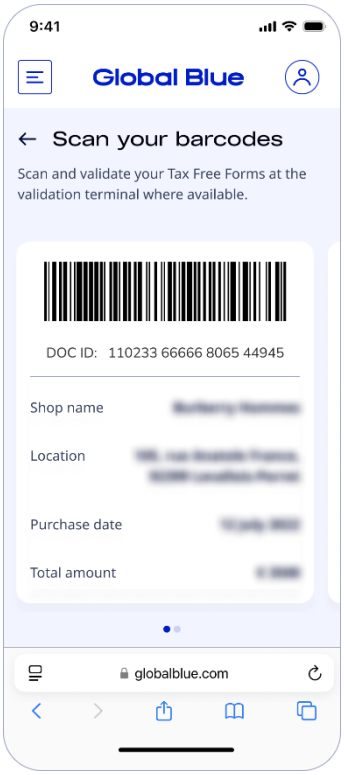
According to a Global Blue survey, **90%** of shoppers find refund status notifications and next-step guidance useful. Given the complexity and variation of the Tax Free Shopping process across countries, real-time support is crucial as incomplete validations can lead to failed refunds. Mobile Customer Care bridges this gap by prompting shoppers to take action to complete their Tax Free Shopping transactions directly, without the need for additional apps or platforms. It offers **multi-language** assistance, helping travelers navigate their refunds with ease.

Now, Global Blue is taking Mobile Customer Care to the next level with key enhancements that improve usability, expand accessibility, and empower travelers with greater visibility into their refunds. Mobile Customer Care improves refund success rates and boosts satisfaction by guiding shoppers through the entire process.

[1] *February 2024 to January 2025*

Key Upgrades: A More Intuitive and Efficient Experience

With this latest upgrade, Global Blue is further enhancing Mobile Customer Care to make the Tax Free Shopping experience even more seamless and user-friendly.



- **Enhanced UX** – Clearer transaction signposting and prioritized **call-to-action (CTA) buttons** make it easier for shoppers to know when and how to take the next step. The new "Swipe and Go" feature offers enhanced barcode sliders for quick transaction validation, allowing shoppers to swipe through each transaction with ease.

- **Expanded Language Coverage** – Mobile Customer Care now supports **12 languages**, including newly added **French, Arabic, and German**, making it the most comprehensive language offering in the Tax Free Shopping market.

- **New Self-Service Features** – A refreshed UX design provides travelers with a clearer view of their tax refund status, with payment details displayed just below—allowing international shoppers to track their refunds at a glance.

By continuously enhancing **Mobile Customer Care**, Global Blue reaffirms its position as a **leader** in **Tax Free Shopping**, delivering innovative digital solutions that simplify and elevate the shopping experience for international travelers.

Tax Free Shopping with Global Blue

With **18 million travelers, 40 million Tax Free transactions annually**[2], and decades of experience managing Tax Free Shopping worldwide, Global Blue is the trusted partner for retailers looking to attract international shoppers and maximize sales.

- **Cutting-Edge Technology for Retailers** – Global Blue provides best-in-class Tax Free Shopping solutions tailored for retailers of all sizes. These innovations streamline in-store Tax Free processes, enhance staff efficiency, and ensure a seamless experience for global shoppers.

- **Seamless Digital Support for Shoppers** – Alongside Mobile Customer Care, travelers can also access the Global Blue App, a powerful tool designed to simplify their Tax Free Shopping journey. The app enables faster refunds, smooth validation, and real-time refund tracking, making the process easier than ever.

[2] *Last 12 Months data (March 2024 to February 2025)*

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ABOUT GLOBAL BLUE

Global Blue is the business partner for the shopping journey, providing technology and services to enhance the experience and drive performance.

With over 40 years of expertise, today we connect thousands of retailers, acquirers, and hotels with nearly 80 million consumers across 53 countries, in three industries: Tax Free Shopping, Payments and Post-Purchase solutions.

With over 2,000 employees, Global Blue generated €28bn Sales in Store and €422M revenue in FY 2023/24. Global Blue is listed on the New York Stock Exchange.

For more information, please visit www.globalblue.com