



“ We will now be able to plug the ‘Pay with Miles’ widget on the Etihad Website, allowing us to have a single booking experience for Etihad and other airline partners, but also will be able to work with many other on-line partners to allow Etihad Guest members to choose to pay using their Etihad Guest Miles at check-out, simply by clicking on this widget. ”

– Yasser Al Yousuf,
Managing Director of
Etihad Guest

How Modo Helps Etihad Airways Wow Their Customers

[Etihad Airways](#), the leading international airline of the UAE, boasts an expansive loyalty program called [Etihad Guest](#). Etihad was looking to turn Etihad Guest from a traditional rewards scheme into a lifestyle program; keeping Etihad top-of-mind with their customers and enhancing the program’s value by encouraging loyalty point burn.

When Etihad got connected with Modo, they had two separate booking sites and two separate mobile applications - one for standard bookings and another for guests booking with loyalty points. This created a tremendous amount of friction for guests during the online checkout and didn’t encourage customers to burn their points which is how customers “feel” the value of their loyalty program. [Modo’s /Checkout product](#) is enabling those two payment streams to be connected by adding Etihad Guest Miles as an alternate payment method on Etihad’s standard checkout page. Modo’s technology also allows Etihad Guests to use split tender payments when they don’t have enough miles to cover their full booking.

FUTURE PLANS

Not only will the /Checkout product be added to Etihad’s checkout experiences, but Etihad Guest Miles will be enabled as a universal form of currency across an ecosystem of Etihad’s strategic partner sites as well.

Modo’s technology keeps the payment systems involved in each transaction in sync so a complex split-tender payment is always in good funds and easily reconcilable at the end of the day.

Learn more about the Modo - Etihad partnership [here](#).