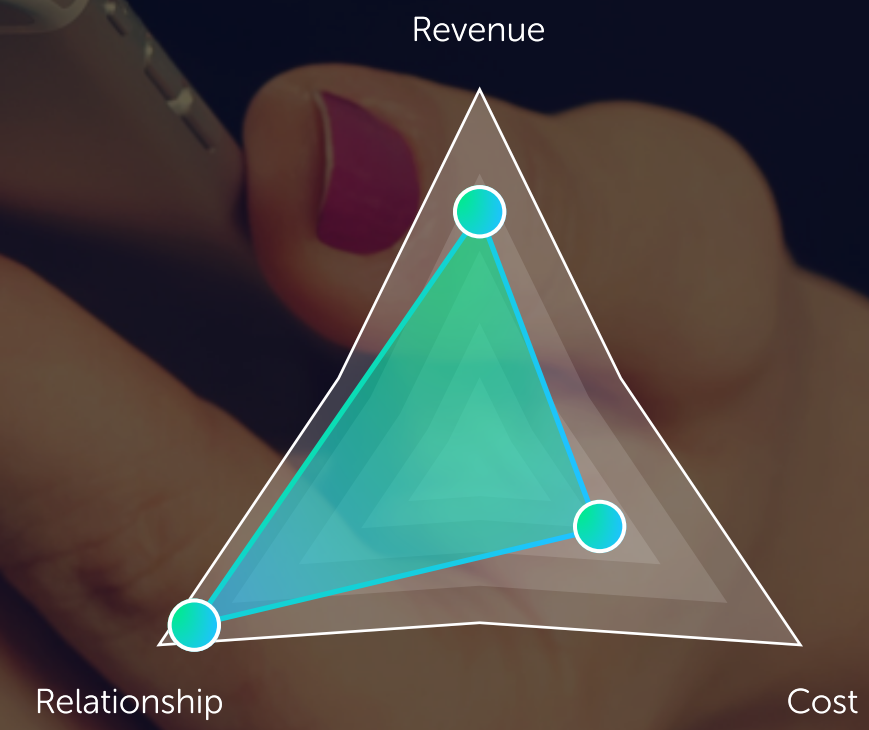




# Building a global redemption experience for Etihad Guest

✈ Travel

Middle East



## Challenge

- Etihad Airways launched the Etihad Guest program with a vision to create a global reward shop for their global members.

Let our experts guide you  
in detail

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## Solutions

- Loylogic launched a suite of innovative loyalty commerce capabilities to provide best in class redemption experiences for Etihad Guest members.
- An enterprise e-commerce platform enabled cash and miles payments for rewards that could be shipped anywhere in the world.
- Rewards were curated with local sensitivity and personalised to members' individual needs.
- Loylogic worked with VISA to design the world's first globally accepted, multi-currency and fully flexible reward card to extend the rewarding experience to any merchant that accepts VISA.
- Loylogic created partnerships with leading regional and global merchants to enable Etihad Guest Miles as a payment method on their websites.



## Results

- Substantial membership growth.
- Mileage accrual growth based on redemption engagement.
- Global recognition for the customer experience delivered by the suite of loyalty commerce capabilities.