

# Ethiopian Airlines expands digital payment methods

On Monday, 16 September 2019, Ethiopian Airlines announced that it plans to expand its payment method offerings by partnering with digital commerce and payment solutions platform; CellPoint Digital to introduce WeChat Pay and KNET.



Brussels Airport via [Wikimedia Commons](#)

In 2018, the Airline first integrated CellPoint's 'Velocity' payment platform – a mobile-first payment strategy – in its mobile app and it hopes by introducing WeChat Pay and KNET it will reach the international travel market.

"As we expand into new markets, we want to ensure the payment process on our mobile app is as seamless as possible for our passengers," says Miretab Teklaye, digital director of Ethiopian Airlines. "Working with CellPoint Digital as our technology partner allows us to quickly add new payment methods to meet the needs of consumers in these regions. The introduction of WeChat Pay and KNET is the first of many new payment methods we plan to roll out, as we look to expand further into the Middle East, India and Europe."

According to the airline, WeChat Pay and KNET will be supported by CellPoint Digital's payment platform – which is built specifically for the travel industry. Velocity allows airlines and travel companies to activate new forms of payment within a matter of weeks.

"Ethiopian Airlines is committed to providing the best possible digital experience for their customers, and our Velocity payment platform can introduce rapidly any global wallet or local payment method Ethiopian needs for their mobile app or

other digital channels," says Ciaran Wilson, senior sales and account director at CellPoint Digital. "We look forward to growing alongside Ethiopian Airlines, helping them to eliminate payment friction in all their markets."

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