SSI’s ‘Proven Revenue Model’ Wins Award at Loyalty Conference

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SSIâ€™s Glenn Zimmerer, vice president strategic partnerships, won first place in the Lionsâ€™ Den competition at the Airline Information Mega Loyalty Conference held in Vancouver, Canada on Nov. 12-14. The event attracted 500 attendees from the airline, hospitality and financial services industries.

The Lionsâ€™ Den is a showcase of new products, services and partnership programs in which companies give a pitch to Aiâ€™s loyalty industry judges. Michael Smith, Aiâ€™s managing partner and Lionsâ€™ Den ringmaster said, â€œGlenn Zimm presentation won for proposing a program with compelling value. The judges were convinced of the programâ€™s ability to drive engagement with loyalty members â€“ and significant revenue to loyalty managers.â€• The SSI Loyalty Partnership program engages major industries, including airlines, hotels, retailers and banks in a uniquely beneficial exchange. Their members earn their loyalty currency immediately and exclusively for sharing their opinions with SSI. Participating loyalty programs earn ancillary revenue every time their members share their opinions, and increase engagement by giving them a positive and enjoyable experience. â€œThe Lionsâ€™ Den is a difficult place in which to compete and convince the judges,â€• Smith said. â€œGlenn explained SSIâ€™s unique value proposition with such conviction and passion that he comple won the judges over.â€• Also attending the conference for SSI was Bob Fawson, chief access, supply and engagement officer, who presented results from new SSI research into loyalty member preferences. Fawson revealed new findings about how members assess trade-offs between loyalty to a brand, price and convenience. For more information on becoming an SSI loyalty partner, or to receive full results from the recent SSI loyalty survey, email SSI at glenn.zimmerer@surveysampling.com. As loyalty program managers work to bring their programs closer to todayâ€™s mobile consumer, Fawson explained respondents between 18-34 answered favourably to receiving loyalty points for giving recommendations on social media networksFor additional information, please visit www.surveysampling.com | @SSITweetsFollow Market Research World on Twitter or join in the conversation with our LinkedIn Group