

SSI Partners with Avios to Expand B2B inSSites Solution

Contributed by SSI
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SSI and Avios today introduced Rewards for Thoughts™, a new and simple way for Avios collectors to earn rewards for sharing their opinions. The new partnership enables members of the global travel reward currency's programs to become part of SSI's B2B inSSites™, business solution.

As a leading global data solutions and technology company, SSI is growing its global B2B research capabilities by partnering with one of the largest loyalty programs in the world. Avios operates the global Avios currency for British Airways Executive Club, Iberia Plus and Meridiana Club frequent flyer programs, as well as Avios Travel Rewards Program in the United Kingdom and South Africa. Millions of people collect Avios in more than 220 countries.

U.K. members of British Airways Executive Club and Avios Travel Rewards Program are invited to sign-up to the online research panel, www.rewardsforthoughts.co.uk, where they will receive Avios for every survey they complete. Participants will be advised of available surveys via emails or by visiting the Website and clicking on the Take a Survey button.

"We're delighted to have partnered with SSI to offer yet another relevant way to collect Avios," said Eliana Angelova, Head of global business development at Avios. "Avios collectors are well travelled and well informed. Rewards for Thoughts compensates members for sharing their opinions on a whole range of topics. Research participants can do this and collect Avios at the same time from the comfort of their home, office or on the move."

Reward amounts vary with 25 Avios for a short survey and 50 Avios for a longer survey. Members who complete registration and take their first survey will receive 600 Avios. Avios currency will automatically be credited to members' accounts within 72 hours.

SSI's B2B inSSites solution offers a full range of products and services from precise targeting of business people using questions designed by methodologists, to survey design, programming and hosting, data analytics and reporting. Members include decision-makers and influencers in areas such as IT, HR and advertising; senior executives, small business owners and professionals of all types. Respondents are selectable by revenue, employee size, geography and vertical market.

"SSI continues to expand its global B2B inSSites solution with a leading loyalty program like Avios," said Bob Fawson, SSI chief access, supply and engagement officer. "With Avios, SSI will have access to all Avios channels worldwide including British Airways populations in the U.K., and soon in the United States. Market researchers will benefit from this partnership because it will increase the B2B capacity of SSI's industry leading integrated technology platform."

Avios Group Ltd. operates the global Avios currency for British Airways Executive Club, Iberia Plus and Meridiana Club frequent flyer programs; as well as the Avios Travel Rewards Programs in the U.K. and South Africa. Millions of members collect Avios in more than 220 countries worldwide. Part of International Airlines Group, Avios is headquartered in the U.K., with a global office network in Madrid, Johannesburg and New York City.

Members of the British Airways Executive Club, Iberia Plus and the Avios Travel Rewards Programs can collect Avios when booking cash flights with British Airways, Iberia or oneworld® partner airlines as well as on international hotel chains stays, holidays, car rental and on everyday purchases through partners. Avios can be used for travel rewards including flights with British Airways, Iberia and Meridiana.

SSI is the premier global provider of data solutions and technology for consumer and business-to-business survey research, reaching respondents in 86 countries via Internet, telephone, mobile/wireless and mixed-access offerings. SSI staff operates from 25 offices in 18 countries, offering sample, data collection, CATI, questionnaire design consultation, programming and hosting, online custom reporting and data processing. SSI's 3,300 employees serve more than 3,000 clients worldwide. Visit SSI at www.surveysampling.com.