

SSI Gets On Board With Amtrak Guest Rewards

Contributed by SSI
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Today, Amtrak and SSI announced a new program called Survey Points Club to help members of the Amtrak Guest Rewards® loyalty program easily earn more points. This combination of a national rail transportation service provider like Amtrak and a survey research and data management company like SSI has resulted in the creation of a truly unique loyalty program earning opportunity for Amtrak Guest Rewards members.

With its national presence, Amtrak provides SSI and its clients access to travelers who range from executive-level business professionals, always-on-the-go consultants, hard-to-reach influencers and lobbyists, to customers who enjoy seeing America from a truly unique perspective that only Amtrak can provide.

Amtrak Guest Rewards members who enroll with Survey Points Club will earn Amtrak Guest Rewards points by participating in surveys and sharing their opinions. These points will be directly deposited into members' accounts. There is no fee for signing up. Amtrak Guest Rewards points can be redeemed for rail travel, entertainment, car rentals, hotels, cruising, dining, retail or gift cards.

"Amtrak is always looking for ways to enhance member engagement," said Vicky Radke, senior director of Amtrak Guest Rewards. "SSI's Survey Points Club program will deliver a new way for members to earn points and add value to our loyalty program."

"For SSI, working with Amtrak is yet another significant step in fueling the high-powered engine of the fastest-growing B2B panel in the world," said Bob Fawson, SSI chief product officer. "This relationship will enhance SSI's growing B2B inSSites solution, the industry's preferred choice for conducting business survey research. There's only one Amtrak and SSI is proud to be the first survey company to partner with it and its reward program members."

SSI B2B inSSites is a global solution that 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's business-to-business audiences are part of the world's largest and most trusted proprietary panel, which means respondents are carefully recruited, verified and managed according to SSI's high standards. SSI reaches and engages even the most challenging targets from more than 100 countries.

Amtrak® "America's Railroad®" is dedicated to safe and reliable mobility as the nation's intercity passenger rail provider and its high-speed rail operator. With its state and commuter partners, it moves people, the economy and the nation forward, carrying more than 30 million Amtrak passengers for each of the past five years. Formally known as the National Railroad Passenger Corporation, Amtrak is governed by a nine-member board of directors appointed by the President of the United States and confirmed by the U.S. Senate. Anthony R. Coscia is board chairman and Jeffrey R. Moreland is vice chairman. Amtrak operates more than 300 trains daily "at speeds up to 150 mph (241 kph)" connecting more than 500 destinations in 46 states, the District of Columbia and three Canadian Provinces.