

SSI And AccorHotels Launch Loyalty Rewards Program

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SSI and AccorHotels, the world's leading hotel operator, have announced the launch of a new loyalty rewards program called Club Opinions. The initial phase of the program targets Le Club AccorHotels loyalty members in Australia, Brazil, China, Germany and the United States.

With more than 23 million members globally, Le Club AccorHotels is able to provide SSI and its clients access to international business travelers. Le Club AccorHotels members who enroll in the free Club Opinions program (www.clubopinions.com) will earn points by participating in surveys and sharing their opinions. These points will be directly deposited into members' accounts and be valid for life as long as members stay at a participating hotel from AccorHotels group at least once a year. Points can be redeemed for air travel, car rentals, rail travel, charities, restaurants, hotel stays and shopping/retail purchases.

"We are always looking to provide our members with new ways to earn points toward rewards," said Isabelle Birem, senior vice-president direct sales and loyalty at AccorHotels. "And by working with SSI on Club Opinions, we will provide an important avenue for members to earn thousands of points by simply participating in studies and surveys."

"This announcement is part of SSI's ongoing global rollout of business-to-business leadership capabilities," said Bob Fawson, SSI chief product officer. "AccorHotel's loyalty program expands our scale and size among international business travelers and grows our SSI B2B inSSItes solution. It accelerates us toward the goal of building a data solutions company with the world's best people, panels and technology."

SSI B2B inSSItes is a global market research 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 who are senior executives, small business owners and professionals of all types. Respondents are selectable by revenue, employee size, geography and vertical market.

Each country in the initial phase will have separate Club Opinions branded Websites, programmed and managed by SSI, accented with AccorHotels branding. Phase two of this program expands participation to include members living and working in five additional countries. This is the first loyalty program SSI has signed with a hotel operator.

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.

AccorHotels is a group united by a shared passion for hospitality and driven by a shared promise to make everyone feel welcome. More than 180,000 people in almost 3,800 AccorHotels establishments look after thousands of guests every day in 92 countries.

AccorHotels is the world's leading hotel operator and offers its customers a large portfolio of internationally renowned brands covering the full spectrum, with luxury (Sofitel, Pullman, MGallery, Grand Mercure, The Sebel), midscale (Novotel, Suite Novotel, Mercure, Mama Shelter, Adagio) and economy (ibis, ibis Styles, ibis budget, adagio access and hotelF1) establishments.