



Independent endorsement of best practice puts global rewards company in strongest position to continuously provide Airmiles UK members outstanding customer service

Customer needs

- Demonstration of continual improvement in customer service for Airmiles members, staff and travel and collection partners
- Streamlined document control and simplified business processes
- Framework for effectively managing the business and consistently meeting customer requirements

Customer benefits

- Independent endorsement of best practice, helping differentiate the organisation within its marketplace
- Enhanced brand reputation and strengthened 'green' credentials
- Improved education across teams in the Airmiles' UK Customer Contact Centre

"We're very proud that, by achieving ISO 9001 certification with BSI, we've confirmed our commitment to our staff, members and travel partners and confirmed we give Airmiles scheme members outstanding customer service."

Emma Wood
Customer Service Divisional
Manager and Project Manager

The **Mileage**
company

Customer background

The Mileage Company is a global leader in travel rewards operating the UK Airmiles travel rewards programme and BA Miles, the rewards currency collected by members of the British Airways Executive Club. Airmiles is one of the UK's most popular travel reward programmes. Over two million members in the UK collect and use Airmiles for outstanding value travel rewards. These include free flights that include all airline taxes, fees and surcharges, Eurostar journeys, tour operator holidays, cruises, hotel accommodation, ferries, car hire and UK days out like Legoland, Alton Towers and Chessington World of Adventures. The Mileage Company set out to gain certification to ISO 9001 for their Airmiles scheme Customer Contact Centre.

Customer needs

"The Mileage Company has been successfully creating and running travel reward programmes for 22 years," says Emma Wood, Customer Service Divisional Manager and Project Manager. "Although we excel at what we do, we quickly recognised that the implementation of a quality management system would boost our brand reputation and send a clear message to our stakeholders and customers that we are a company committed to high standards and continual improvement."

Implementation

"Our overall objective was to integrate the management system into what we did already," continues Emma Wood. "The key to success for us was to ensure that any new ways of working felt like business as usual, rather than a bolt on. We made sure that

we used 'Airmiles' language and purposely did not distribute the standard itself widely as we felt there was a lot of jargon which would potentially put people off.

"We initiated project teams and appointed a champion for each of the Customer Contact Centre areas. When we were ready to launch, we successfully communicated our objectives and desired outcomes using our staff intranet system, e-mail, team meetings and buzz sessions.

"Two of our auditors attended BSI's Internal Auditor: ISO 9001:2008 Quality Management Training course. Our internal training team then managed and implemented the training for members of the sales and service departments. Every staff member in the Customer Contact Centre is taking part in training which is continuously documented. The system has been well received and ISO 9001 is now part of the Customer Contact Centre team members' working day."

Benefits

"The Mileage Company has experienced tangible benefits from adopting ISO 9001," states Emma Wood. "Within Airmiles' Customer Contact Centre we now refer to the three C's from a benefits and success perspective, which are: customer satisfaction, consistent delivery and continuous improvement.

"Streamlined document control and simplified processes allow staff to service our customers more quickly and unnecessary paperwork has been reduced. We have seen a shift in culture in terms of sharing and learning different departmental challenges and experiences, whilst working together

to simplify areas of the business creating increased efficiency. Our new system has also strengthened our environmental credentials as we have moved many of our processes from paper to electronic.

"As a team, we can clearly see the benefits from the ISO 9001 project. There is greater clarity about who does what and how, which has led to evident improvements in customer satisfaction. Our management team appears to have a 'much better handle' on our business and employee morale is up due to improved processes, reduced re-work and frustration."

Why BSI?

The management system has provided a trusted platform to achieve a number of other company objectives including customer and partner communications. The best practice framework provided by ISO 9001 means that customer focus and continual improvements are now truly embedded within the culture of the organisation.

For information about The Mileage Company visit www.themileagecompany.com and for all the ways to collect and use Airmiles visit www.airmiles.co.uk.

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