



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



"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 Avios scheme members outstanding customer service."

**Emma Tickle**  
Avios CC Global Support Divisional  
Manager, Avios UK

### Customer needs

- Demonstration of continual improvement in customer service for Avios 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 organization within its marketplace
- Enhanced brand reputation and strengthened 'green' credentials
- Improved education across teams in the Avios UK customer contact centre

### Why certification?

Avios is a global leader in travel rewards. They run the Avios UK travel rewards programme, which has over two million members who collect and spend Avios.

Members spend Avios on rewards like flights, Eurostar™ trips, tour operator holidays, cruises, hotels, ferries and car hire. Plus UK days out at favourites like LEGOLAND®, Alton Towers and Chessington World of Adventures.

"Avios has been successfully creating and running travel reward programmes for 22 years," says Emma Tickle, CC Global Support Divisional Manager.

"Although we excel at what we do, we quickly recognized that the implementation of a quality management system and certification to ISO 9001 for the Customer contact centre 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."

This management system has provided a trusted platform to achieve company objectives like customer and partner communications. The best practice framework provided by ISO 9001 has embedded customer focus and continual improvement within the culture of Avios.

### Implementation

"Our overall objective was to integrate the management system into what we did already," continues Emma. "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 'Avios' 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 the BSI Internal Auditor: ISO 9001 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 takes 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

"Avios has experienced tangible benefits from adopting ISO 9001," states Emma. "Within the 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 understanding different departmental challenges and experiences. Working together has simplified 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 rework and frustration."

Also on the back of this we have applied and gained certification in ISO 14001 for our Customer contact centre in Birchwood and are continuing our focus and work on this to support our journey.

### The future

We will continue to develop our management system as it has continued to help our focus on the three C's customer satisfaction, consistent delivery and continuous improvement says Annette Burton, Quality Team Manager. BSI Product Marketing Manager Kerry Garratt is delighted that Avios are seeing the performance benefits of ISO 9001 and that they value the on-going relationship and assessments with BSI which are helping Avios on their excellence journey.

### Next steps

ISO 9001 is a quality management system standard designed to help an organization focus on customers and drive continual improvement in its internal processes. Almost 900,000 organizations are certified as being compliant to the standard in 170 countries worldwide.

**Find out how BSI can help your business make excellence a habit – visit [bsigroup.com](http://bsigroup.com)**

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