

Launching Avios – Square Peg’s support for the transition of Airmiles to Avios

Einreicherdaten

Firma: Square Peg International

Ansprechsperson: Dunn

Anzahl Angestellte: 1 - 10, Anzahl freie Mitarbeiter: 11 - 25

Umsatz: keine Angabe

Beschreibung: Square Peg International is a global boutique business consultancy. Since 2003 we have been helping leaders and organisations to manage transitions and deal with events that demand fast, effective change. We do that by finding the ‘sweet-spot’ between strategy, leadership, and people practices. Our clients include some of the world’s largest brands. What sets us apart is the integrity we bring; it is about excellence coming as standard, making things happen, and a “no-bull” attitude.

Kundendaten

Firma: Avios

Ansprechsperson: Swaffield

Anzahl Angestellte: none, Anzahl freie Mitarbeiter: none

Umsatz: keine Angabe

Beschreibung: Since 1988 Airmiles had existed as a loyalty scheme channel for unsold British Airways (BA) airline seats. The challenge was to transform the organisation from a single-market, BA subsidiary to an independent, global loyalty business with a reward currency available to BA, Iberia and IAG’s strategic partners’ frequent flyers/buyers.

Projektbeschreibung kurz

This high impact project involved a complete rethink of all aspects of the Airmiles business, resulting in the launch of a new brand and the re-platforming of all core functions. Square Peg were change consulting partners at all stages of the transformation. Since 1988 Airmiles had existed as a loyalty scheme channel for unsold British Airways (BA) airline seats. The challenge was to transform the organisation from a single-market, BA subsidiary to an independent, global loyalty business with a reward currency available to BA, Iberia and IAG’s strategic partners’ frequent flyers/buyers. Working with the MD and his team to very aggressive timelines, our brief was to ensure that Avios leaders, employees, and contractors were ‘ready willing and able successfully to switch to the new operating environment’. The work fell into two main categories:

- 1.Strategy - Defining the future, crafting strategy, building plans, preparing for change
- 2.Implementation – Building and launching Avios