



Avios, part of International Airlines Group (IAG), is managing the Avios loyalty currency for airlines including British Airways, Iberia, Aer Lingus and Meridiana. Members can collect Avios on everyday purchases and then turn those points into rewards, such as flights, upgrades, hotels and car hire.

### *Customer story*



INDUSTRY	Loyalty
HQ	Crawley
FOUNDED	1988
EMPLOYEES	500+

## The challenge

Avios had already been operating a growing card-linked programme in the UK for the British Airways Executive Club, but needed a solution that could be rolled out to other markets. With Fidel, Avios was able to launch a new card-linked programme in Ireland with AerClub, the loyalty programme of Aer Lingus.



**Integrating with Fidel has allowed Avios to get to market quickly with a lightweight yet powerful solution which meets all PCI & data compliance requirements.**

## The solution

Fidel was able to integrate existing Avios services and channels to build a card registration platform that allows AerClub members to easily link payment cards to their loyalty account. Design, development and deployment took under four weeks, which allowed Avios to provide customers new opportunities to earn points in record time.

### Key benefits

Speed to market

Lightweight yet powerful solution

No PCI Compliance burden