The benefits of the Visitor Management implementation at LoyaltyOne:

- Simple and easy to use visitor kiosk interface;

- Integration of utilization of the AIR MILES loyalty card;

- On-demand badge printing to easily identifies visitors on site;

- Enhanced customer service;

- Greater brand awareness and engagement, as well as

- The use of trendy and modern applications within their organization.

Solution:

- iPass Enterprise Visitor Management

- iPass Web Portal

- iPass Self-Service Kioks

- Active Directory

- Personnel Data Importer

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Loyalty One ™

Enhancing Relationships Begins with Checking-in

LoyaltyOne, owner and operator of the AIR MILES Reward Program, is a global provider of loyalty programs, marketing insights and customer experience management strategies. Being on the 2014 lists of: Best Employers in Canada, Canada's Greenest Employers and Canada's Top Employers for Young People, LoyaltyOne is proud to be recognized as a corporate community leader.

LoyaltyOne was awarded a REmmy Award for Innovative Workplace. Included in the winning criteria was the use of the technology in the guest reception area in their Toronto Head Office

At LoyaltyOne, the way visitors are welcomed is taken seriously. In 2012, the guest area was revamped and now acts as an internal marketing venue and is the catalyst for providing guests with a unique and positive first impression.

Upon entering the space, attention is immediately drawn to the self-serve check-in kiosks that use the iPass Visitor Management System. This system enables visitors to check-in by scanning a QR Code sent to their email prior to the meeting or even by scanning the barcode on their AIR MILES Reward Card or mobile app. Once signed in, the system automatically prints custom designed, personalized badges to allow visitors in the space to be immediately identified.

By integrating the utilization of an AIR MILES check-in option to the self-serve kiosks, LoyaltyOne has introduced an interesting and engaging way of controlling who is in their building, when, and for what reason. This not only helps to improve frontline security but also helps them realize greater efficiencies by streamlining important visitor management and control processes, all while helping business objectives of increasing AIR MILES Collector engagement.