



WORLD POINTS CLIENT: BAA

Metro-Logistics provide dedicated technical support at ground level to the BAA World Point (WP) customer loyalty scheme. Working directly with BAA and its partners, we ensure that the complex network of WP machines and swipe points operate correctly, constantly tracking faults and difficulties. Working with BAA and its partner, The Logic Group (TLG) we deal with all onsite faults, install and remove the WP hardware as well as investigating customer feedback queries.

Metro-Logistics are also responsible for the full auditing of hardware on site at all BAA airports. In addition to the technical support, we are responsible for the ordering, storage and delivery of the WP supporting printed collateral.

Value	£45K across 1300 WP locations.
Reporting	Daily reporting of technical faults, feedback and solutions into TLG's national database KPI's are measured against TLG database score algorithm. Target 5% MSR's to discuss all points and recommendations.
Assurance	Metro-Logistics meets all targets set and now reports and liaises with TLG as BAA's day to day point of contact for this project.

