

## IAG Loyalty Takes Flight with Workday Human Capital Management

### *Leading Loyalty Organisation Implements Workday to Unify HR Systems and Empower Workforce*

LONDON, Oct. 24, 2024 /PRNewswire/ -- [Workday Inc.](#) (NASDAQ: WDAY), a leading provider of solutions to help organisations manage their [people](#) and [money](#), today announced IAG Loyalty's successful implementation of [Workday Human Capital Management \(HCM\)](#) and [Workday Peakon Employee Voice](#). The implementation of Workday's unified suite of products will enable IAG Loyalty to streamline HR processes, enhance employee engagement, and support future growth for its global ecosystem of more than 40 million members.

With a network of over 125 partners in travel, retail, hospitality, and more, [IAG Loyalty](#) understands the critical importance of efficiency and real-time visibility in its people operations. By investing in Workday's innovative technology, the organisation aims to empower its workforce with data-driven AI insights and an enhanced employee experience.

"Workday will help transform our people operations, enabling our team to find key information such as pay, leave, expenses and recruitment in one central place," said Helen Miller, Chief People Officer, IAG Loyalty. "With Workday's AI driven capabilities, we're driving change with actionable insights and improving the employee experience, which are both important in this dynamic industry."

The successful deployment was fuelled by a shared commitment to innovation and a proactive approach to harnessing technology's potential. Both organisations embody a culture of embracing change, evident not just at the leadership level but throughout each team's efforts in implementation.

#### **Driving Change with Real-Time Data Insights:**

IAG Loyalty's previous HR technology infrastructure relied on fragmented systems that hindered efficiency and visibility. With its newly implemented Workday platform, IAG Loyalty will:

- **Streamline HR processes:** Core HR needs, including benefits, payroll, talent management, and learning and development, will be unified in a single system for end-to-end visibility.
- **Improve data accuracy:** Real-time insights delivered by AI enabled solutions will help enable better decision-making across the organisation.
- **Empower employees:** Self-service tools will provide employees with greater control and autonomy over their HR information – easing frustrations and freeing time for value-adding tasks.

#### **Enhancing the Employee Experience:**

A key component of IAG Loyalty's enhanced employee experience strategy is the implementation of Workday Peakon Employee Voice. This solution will help enable IAG Loyalty to:

- **Continuously gather employee feedback:** Regular pulse surveys will provide real-time insights into employee sentiment.
- **Analyse sentiment and identify areas for improvement:** Advanced AI and natural language processing capabilities will help identify critical themes and trends.
- **Take action to drive positive change:** IAG Loyalty leaders can proactively address concerns, build a more positive workplace culture, and boost employee engagement.

By listening to the voice of its workforce, IAG Loyalty can proactively address concerns, build a more positive workplace culture, and boost employee engagement.

"Our organisations both embrace a data-driven approach to decision-making, and recognise the power of real-time insights to drive continuous improvement," said Daniel Pell, CEO, UKI, Workday. "With Workday, IAG Loyalty can leverage advanced analytics and AI capabilities to optimise processes, identify trends, and make strategic choices that support growth and success."

#### **About Workday**

[Workday](#) is a leading enterprise platform that helps organisations manage their most important assets – their [people](#) and [money](#). The Workday platform is built with AI at the core to help customers elevate people, supercharge work, and move their business forever forward. Workday is used by more than 10,500 organisations around the world and across industries – from medium-sized businesses to more than 60% of the Fortune 500. For more information about Workday, visit [workday.com](#).

**Forward-Looking Statements**

This press release contains forward-looking statements including, among other things, statements regarding Workday's plans, beliefs, and expectations. These forward-looking statements are based only on currently available information and our current beliefs, expectations, and assumptions. Because forward-looking statements relate to the future, they are subject to inherent risks, uncertainties, assumptions, and changes in circumstances that are difficult to predict and many of which are outside of our control. If the risks materialise, assumptions prove incorrect, or we experience unexpected changes in circumstances, actual results could differ materially from the results implied by these forward-looking statements, and therefore you should not rely on any forward-looking statements. Risks include, but are not limited to, risks described in our filings with the Securities and Exchange Commission ("SEC"), including our most recent report on Form 10-Q or Form 10-K and other reports that we have filed and will file with the SEC from time to time, which could cause actual results to vary from expectations. Workday assumes no obligation to, and does not currently intend to, update any such forward-looking statements after the date of this release, except as required by law.

Any unreleased services, features, or functions referenced in this document, our website, or other press releases or public statements that are not currently available are subject to change at Workday's discretion and may not be delivered as planned or at all. Customers who purchase Workday services should make their purchase decisions based upon services, features, and functions that are currently available.

Logo - [https://mma.prnewswire.com/media/1724389/Workday\\_Logo.jpg](https://mma.prnewswire.com/media/1724389/Workday_Logo.jpg)

For further information: Katie Rose, Workday, [katie.rose@workday.com](mailto:katie.rose@workday.com)

---

<https://en-gb.newsroom.workday.com/2024-10-24-IAG-Loyalty-Takes-Flight-with-Workday-Human-Capital-Management>