

Affinion International

Using Technology to Improve Customer Service

CHALLENGES

Affinion International's contact centre in Portsmouth is their largest in Europe with 270 advisors. This team answers thousands of calls every day on behalf of Affinion's business customers so it's imperative that they present themselves as part of the client's brand experience.

Affinion prides itself on delivering outstanding service on behalf of all its customers, but with an expanding customer base came a growing pressure on the contact centre. As part of a strategic drive to exceed customer service expectations and responsiveness, Affinion saw the opportunity to automate some customer service functions. They sought an interactive voice response (IVR) solution to identify their callers and screen-pop customer information to the customer service agents. This ensures that agents are able to provide a more personalised service and are free to spend time on the more valuable aspect of a customer call.

"Affinion International handles customer contacts on behalf of some of the UK's biggest brand clients and the automated service is of critical importance to ensure that during peak call periods, our contact centre delivers best in class responsiveness"

ANDREW MUTCH
Vice President Field Operations
Affinion International

SOLUTION

After evaluating several vendors, Affinion International elected to deploy Syntellect's flagship IVR portal together with the Syntellect Phonetlink for Siebel screen-pop application in a partnership with Call Centre Technology Ltd (CCT).

The IVR service supports Affinion's Sentinel Card Protection business by identifying customers using data protection questions such as a reference or card number. This customer data is then retrieved from Affinion's Siebel CRM system displayed on the agent's screen when they receive the call



CASE STUDY overview

INDUSTRY
Marketing Services

CUSTOMER PROFILE
Affinion International, as part of the Affinion Group, offers a wide range of protection and lifestyle products to over 65,000,000 members worldwide whilst providing their partners with additional revenue streams and increased customer-to-brand loyalty.

GOALS
Automate customer identification process
Provide a personalised service
Maintain and enhance customer relationships

SOLUTIONS
Syntellect IVR with Phonetlink integration for Siebel

BENEFITS
Improved agent efficiency
Reduced call handling time
Resilient and flexible





THE BOTTOM LINE

“Syntellect is a world leading IVR solution provider helping businesses, such as Affinion International, to reduce costs while increasing customer service. We’re delighted that Affinion has begun to realise the benefits of the Syntellect IVR application.”

RUSSEL ATTWOOD

CEO

Call Centre Technology Ltd (CCT)

RESULTS

Affinion now provides its customers with an automated verification service which has improved the speed in which callers are identified, thereby improving the engagement experience. Because the IVR solution has off-loaded the authentication process from agents, Affinion’s contact centre operates more productively with shorter handle times and better utilisation of agents’ skills.

The Syntellect solution has also enabled Affinion to leverage their CRM investment to personalise their customer’s service experience. The Screen Pop that provides agents with customer details as soon as the call arrives at the agent’s desk, has reduced call handling time by at least 12 sec/call and allows the agent to open the interaction with a personalised greeting, leading to a better experience and more efficient service which underpins customer retention. Agents no longer have to spend time looking up customer information and can concentrate on quickly servicing customer needs.

“The provision of this channel, together with enhanced online services, represents major steps forward in how Affinion International offers continuous improvements for our substantial and loyal customer base,” explains Andrew Mutch, Vice President Field Operations at Affinion International. “Syntellect and CCT have provided a targeted approach to resolving Affinion International’s business objectives. The solution is resilient and flexible enough to cope with significant change over a multi-year term. These benefits, together with the ability to respond quickly during a comprehensive procurement process, allowed CCT and Syntellect to stand clear of the competition.”

CCT’s Syntellect solution has enabled Affinion International to concentrate on providing exceptional service, a dedication that was recognized recently when they won the Team of the Year 2011 award at the prestigious Call Centre Management Association Awards.

ABOUT SYNTELLECT

At Syntellect, we help our customers create, maintain and continuously improve superior end-to-end service for their customers. With over two decades of pioneering leadership and thousands of solutions deployed globally, Syntellect is a premier provider of enterprise class contact center solutions for the utilities, financial services, government, high-technology, help desk, consumer products and healthcare industries



VOICE



EMAIL



WEB



FAX



TASK

CORPORATE OFFICE

16610 North Black Canyon Highway
Suite 100
Phoenix, Arizona 85053

TEL 800.788.9733

WEB SYNTELLECT.COM

INTERNATIONAL OFFICE

Progression House,
Turnhams Green Park
Pincent Lane
Reading, Berkshire
RG31 4UH

TEL +44 (0) 2023 357 3000

WEB SYNTELLECT.COM/INTERNATIONAL