



Innovative technology for personalizing customer service automatically



Customer:
Affinion International

Industry: Marketing Services

Country: United Kingdom

Challenges:

- Automate customer identification process
- Provide a personalized service
- Maintain and enhance customer relationships

Number of seats: 270

Solution:
Communications Portal

Personalized customer journey

Affinion International's contact center 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 is 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 center. 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 personalized service and are free to spend time on the more valuable aspect of a customer call.

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.

Improving customer experience with automation

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 center operates more productively with shorter handle times and better utilization of agents' skills.

"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 center delivers best in class responsiveness."

Andrew Mutch,
VP of Field Operations
Affinion International

KPIs and objectives achieved with process automation:

- Reduced call handling time: 12 seconds/call
- Improved agent efficiency
- Personalized customer service
- Increased productivity

Tools to take full advantage of contact center capabilities

The solution has also enabled Affinion to leverage their CRM investment to personalize 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 personalized greeting, leading to a better experience and more efficient service which underpins customer retention.

"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. "The solution is resilient and flexible enough to cope with significant change over a multi-year term."

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