



American Express

A complete solution from atms for more than 40 service hotlines including IVR services for Platinum Card customers

Case Study

Company



American Express – founded in 1850 and present in Austria since 1929 – is one of the world's leading providers of travel and financial services. Tens of thousands of employees in over 200 countries look after more than 88 million credit card customers and millions of business travellers. www.americanexpress.at

Requirement

The telephone numbers for more than 40 service hotlines of American Express Österreich (Austria) were spread over various providers. In order to optimise customer service, a complete solution was sought from a single provider, which would combine all the numbers in a single concept.

atmsSolution

All the existing **0800, 0810 and 0900** service numbers of American Express Österreich were taken over by atms and integrated into the secure atms network – without any disruption or inconvenience for the customer. The bundling of telephone numbers with a single operator enabled American Express to improve its telephone customer service while at the same time significantly reducing the number of operations thanks to a single point of contact. In addition, the free service hotline for holders of the exclusive American Express Centurion Card was also set up as part of the takeover.

atms implemented a tailor-made IVR solution (Interactive Voice Response) for the free American Express Platinum Card service hotline. Callers are greeted with a voice-automated message service and can select the service area they require from a menu by pressing the relevant key (e.g. "Please press 3 if you have an enquiry relating to your card account"). This automated pre-sorting process facilitates intelligent routing of calls to call centres in Austria or Germany, ensuring that customers are quickly and accurately connected with the right customer service agent.

"In atms we have found an experienced, reliable partner who has helped us to further optimise our service hotlines in Austria. Previously, our hotline numbers were spread over various network operators in Austria. By switching to atms, we are now getting a complete solution from a single provider, which is exactly what we wanted."

Silvia Steinacher, Country Manager American Express Österreich

