



Case Study: American Express Europe (Business Travel)

Telecommunications

Whilst working at American Express Europe Business travel I was given the role of looking after and reprogramming our new ACD following a million pound refit. The equipment was from Inter-Tel and fully featured, however we wanted to leverage its full features and functions to enhance our business operations.

The challenge

We had a 24 hour operation with reservations teams dealing with targeted clients as well as a Premium Travel Service. We received training and initial support from the suppliers and assistance from Inter-Tel directly. We were attempting to reduce our costs through meaningful Management information and intelligent system programming. I couldn't get on a course within a reasonable time and set about analysing the system myself, mapping the software and the outcomes of actions using a CASE SSADM tool.

The solution

- I reprogrammed the systems in line with the corporate strategies
- I produced meaningful MI and cost analysis using both the reservations, Forex and Telephone systems
- I produced team reports as well as individual agent reports on a daily weekly monthly and on demand basis
- I leveraged the call logging system to analyse the costs and frequency of outbound calls giving the SMT the information to get suppliers to give us dedicated free phone numbers
- I supported the systems making changes on the fly and providing call routing, IVR options, voicemail and overflows for our reservations teams.

The outcome

We took the system to the next level and in parallel with the branch income reports we managed to reduce our costs and maximise revenues and agent productivity. I was head hunted to work at Inter-Tel following the restructuring of the EMEA management team.

