



Affinion International Case Study

Introduction

Established for over 35 years and working with over 5300 partners across 18 markets. A truly global organisation, Affinion International has 65 million members worldwide and provide bespoke solutions, with over 300 benefits in a product range encompassing protection, lifestyle, shopping and travel. Specialising in end-to-end design and build expertise with turnkey delivery, their multichannel marketing tools include direct mail, telephony, internet and inbranch communications.



Website
<https://www.affinioninternational.co.uk/>



Business Challenge

Supporting business growth with a reliable telephony system.

Affinion's has 5300 partners across 18 countries. Their strategy in EMEA is acquisition, growth and new product development. Integrating the businesses led to challenges of replacing mixed acquired technologies and upgrading the Avaya telephony platform without impacting business as usual, as well as multiple new contact centre locations as the business moves into new countries.

JT Solutions

Design and rollout of the Avaya based European contact centre strategy across 5 countries.

80 seat predictive dialling outbound telemarketing contact centre in the UK.

PCI-compliant call recording solutions in the contact centres.

A consolidated, centralised, Avaya contact centre strategy.

Using JT's mature and proven international Avaya services offering, Affinion was able to return their internal staff to core business activity with a higher value add, focussing on strategic project delivery.

The implementation of an 80-seat outbound contact centre in the UK allowed Affinion to reduce the cost of customer contact which up to that point had been outsourced to external telemarketing contact centres.

Customer Endorsement

“It was much appreciated that JT have pulled out all the stops to meet our business go live date with flawless execution on the Contact Centre implementation.”

Andrew Mutch - Director of Technology Operations

Contact details

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