Automated Digital Directory for American Express

HIGHLIGHTS

Increased User Engagement

Reduced Operational Cost

Improved Customer Satisfaction

THE CUSTOMER

American Express is a leading multinational financial services corporation providing innovative payment, travel, and expense management solutions for individuals and businesses. They are best known for their credit card, charge card, and traveler's cheque businesses. American Express also provides luxury benefits to their privileged customers, which include discounted bookings in Fine Hotels and Resorts (FHR) across the world.

THE CONTEXT

American Express was using a printed directory to provide their customers with the details of hotels. Their customers had to manually inquire about reservations, which left them struggling with a poor user experience. Adding to the complexity, the information about hotels, locations, amenities and similar categories was scattered over an unmaintained directory. DCG ONE—marketing partner of American Express—suggested an automated digital directory and an interactive web portal to enhance the user experience.

THE OBJECTIVES

Amex engaged DCG to help their customers access the entire range of services and benefits. DCG planned to create an automated digital directory for a better user experience and higher engagement. As Grazitti is the extended team of DCG, they reached out to us to get the job done.

THE SOLUTION

- We built a scalable and configurable FHR Portal on Umbraco, so that American Express could have complete control over it and could edit the information without any further development support.

- As Amex wanted an engaging and user-friendly responsive design for their FHR Portal, we integrated HTML5+ and JQuery UI and UX. This resulted in a well-structured and accessible design.

- Next, to provide Amex customers with detailed information about hotel locations, we used a Map Cluster API. This gave the map a neat and organized view and enabled customers to get area specific location details with a single click.

- We then documented and categorized the web pages of the directory suiting the brand identity. Customized search was implemented to enable easy navigation across the large database. Users could filter and narrow down their search according to the selected locations.

- The built-in content cache and dynamic cache for macros gave the portal a great performance boost, ensuring an enhanced user experience for visitors.

THE OUTCOME

Well-structured information and category pages helped improve user engagement. The new portal offered an enhanced user experience, which resulted in increased customer satisfaction.