IBM

Swisscard slashes costs and resource use when it taps IBM to automate its application processing service using IBM Rational software.

AECS
swiss**card**

"We are processing new customer applications at an unprecedented rate, thanks to IBM Rational software automation."

—Martin Wettstein, CIO, Swisscard AECS AG

Swisscard AECS AG (Swisscard) is a credit card company jointly owned by American Express and Credit Suisse. The company offers Visa, MasterCard and American Express cards to consumer, corporate and merchant customers throughout Switzerland.

Challenge

When Swisscard announced the launch of its new Supercardplus credit card, the company had less than two months to implement an interface to its existing customer relationship management (CRM) application. The CRM solution did not have the interface required to process information from the scanning and optical character recognition (OCR) solution or from its IBM Lotus Notes® and Domino® database.

Solution

Rather than hire dozens of people to process the credit card applications manually, Swisscard implemented an automation solution to process new credit card applications.

Leveraging IBM Rational® Robot and IBM Rational TestManager software, IBM Global Technology Services designed and deployed a solution that automatically imports the information into the IBM Lotus® database, supports the manual processing of credit card applications in the Lotus platform and automatically inputs the data into Swisscard's CRM system.

The Rational Robot software provides an interface to the back-end CRM system, while the Rational TestManager application sends scripts to the Rational Robot clients to control their processing. The solution also links all new credit cards to Swisscard's points program.

Benefits

• Cuts in half the amount of time required to process credit card applications

• Saves the client several hundred thousand dollars versus processing the applications manually

• Enables Swisscard to respond quickly and efficiently to new customers

• Increases the quality of processed data by eliminating media changes

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