

## The Customer:

AVCARD, headquartered just outside Baltimore, Maryland is the world's leading provider of aviation products and services throughout the world, with over 10,000 cardholders, including major corporations, charter operators, and governments. With over 7,200 card acceptors and fuel suppliers in over 190 countries worldwide, AVCARD is accepted at more locations than any other aviation card and at virtually every airport in the world. AVCARD takes great pride in what they do and offers a variety of programs and services to fit their customer's needs.

- a complete purchasing solution for aviation purchasers and suppliers worldwide.
- a contract fuel program with significant savings from posted prices.
- the only aviation credit card company that offers all customers copies of every transaction attached to every bill. This benefit allows the customer's accounting department to continue processing payment without question or pilot consultation.
- free monthly Management Reports offer a complete picture of AVCARD activity categorized monthly and year-to-date. These reports are an invaluable tool to cardholders and card acceptors when budgeting and planning for their companies.
- a Point-of-Sale system that is the most powerful sales transaction device available on the market and is designed to simplify AVCARD transactions from the front counter to the back room. This provides fast efficient handling of transactions and easy accounting for acceptors.

AVCARD is continually improving and adding new services for both cardholders and merchants. Their 10,000 cardholders worldwide and can pay for virtually every aviation-related service, including pilot training, aircraft maintenance, fuel, ground services, consulting and much more.

## The Solution:

Predictably, AVCARD experiences a considerable call volume from Merchants dialing in for card authorization and processing. Efficient and effective call handling is a major priority when it comes to dealing with large numbers of merchant requests for card transactions. AVCARD chose Computer Instruments' e-IVR to facilitate the task of card authorization. When merchants call AVCARD for card processing, the e-IVR system prompts them for touch-tone entries for validation. Those entries are run against the AVCARD database and then either passed for processing or, in the case of invalid entry or account holder issues, transferred to the AVCARD call center for resolution. When the call is sent to a call center agent it is accompanied by a CTI "screen-pop" (displayed on the agent's computer screen) which provides the appropriate information needed to service the call. In this manner calls are either passed through for automated processing or, when necessary, handled "one on one" by a customer service representative. All of this functionality was accomplished with standard "off the shelf" e-IVR applications, with absolutely no custom development required.

AVCARD is the world's most widely accepted aviation credit card and is used by more flight departments and charter operators than any other card. AVCARD is not just for fuel. Cardholders can charge fuel, maintenance, charter, catering, and flight training, in addition to many other aviation services at FBOs, fuel suppliers, and other aviation service/product providers worldwide. AVCARD meets the needs of flight departments by providing the most individual attention and the best customer service in the industry. With the most comprehensive management reports in general aviation, AVCARD's reporting system shows each month's total purchases of fleet and of individual aircraft. Each purchase is broken down into type of service and tracks all fuel discounts. Reports show both the current month and year-to-date purchases. Because they service only one industry, AVCARD has built their entire business from the ground up with only aviation in mind.

