

Case Study



A Restaurant Known for

Exceptional Service

Partners with Endicott
to Extend its Rich Tradition
to Rewards Club Members

Problem

In 1926, Pio Bozzi and John Ganzi opened the first Palm restaurant in New York City. Today, the Bozzi and Ganzi families operate 24 Palm locations, from Beverly Hills to Boston, Mexico City and Washington DC. In the 1990's, The Palm launched the 837 Club as a special nod to its loyal base of regular guests. Every time they visit The Palm, 837 Club members receive points that can be redeemed for unique rewards ranging from a complimentary entree to a week-long getaway for two.

Search for a Solution

In order to redeem their points, customers must call or email The Palm customer support, as the program is not managed at restaurant locations. Club members expect to receive the same impeccable, personal service from the 837 Club as they experience in The Palm restaurants.

For this reason, the agents who take member calls must be specially trained in helping customers while demonstrating understanding and the high-quality service that is the hallmark of The Palm brand.

Solution

Endicott has been working with The Palm to manage its 837 Club loyalty program since 2006 with the following services:

- A 24/7 IVR system allows members to check their point balances and recall the point values and locations of their last three transactions. The IVR also provides real-time member data and the option to transfer calls to a live agent during the operating hours of 9am-7pm EST Monday through Friday.
- Professional, dedicated agents are prepared to answer member's questions with courtesy, patience and understanding.
- Agents handle all member inquiries



pertaining to membership rewards, enrollment, transfer/closing of accounts, ad hoc administration of promotions and programs, terms and conditions, restaurant experiences, general loyalty club questions or concerns and process requests for restaurant management. Agents access this information through The Palm's intranet.

- Dedicated Endicott agents also respond to all email inquiries generated from The Palm website within 24 business hours and process all direct mail received from members and restaurants.



Interactive Voice Response

- In addition to dedicated agents, Endicott also provides a full-time Palm Manager who oversees agents and shift supervisors. The manager is in direct contact with The Palm representatives and is expected to make decisions on behalf of The Palm, which includes handling all escalated concerns from club members, restaurants and other callers.
- Endicott provides monthly reports, including ACD, Email disposition, recorded calls, IVR reports, restaurant request reports.

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Call Centers