



What's the Best Way to Maximize Investments in HR Software and Increase Employee Loyalty?

Today's companies rely heavily on well-designed customer loyalty programs to build and maintain their brands. Customer engagement program provider Affinion Group needed to enhance the loyalty and commitment of its own 3,700 employees by managing HR tasks and processes more efficiently, and that meant optimizing its existing investments in advanced HR solutions.

Affinion uses SAP® solutions and services, including the SAP SuccessFactors® Compensation, SAP SuccessFactors Employee Central, SAP SuccessFactors Performance & Goals, and SAP SuccessFactors Onboarding solutions, along with the SAP Preferred Care service. Taking advantage of SAP Preferred Care for SAP SuccessFactors solutions helped Affinion get the most from its software investment at a lower cost. A happy employee is a focused employee; now Affinion customers can count on the undivided attention of its people.



**Affinion Group**

Stamford, Connecticut
www.affiniogroup.com

Industry

Professional services –
loyalty program and customer
engagement solutions

Products and Services

Loyalty solutions, customer
engagement solutions, and
insurance solutions

Employees

3,700

Revenue

US\$969.4 million

SAP® Solutions and Services

SAP® SuccessFactors®
Compensation, SAP
SuccessFactors Employee
Central, SAP SuccessFactors
Performance & Goals, and
SAP SuccessFactors
Onboarding solutions, and the
SAP Preferred Care service
for SAP SuccessFactors
solutions

Improving Position Management with SAP® Preferred Care Services

Customer engagement and loyalty program provider, Affinion Group, was using SAP SuccessFactors Employee Central to manage head count, but needed to better leverage the solution's position-management features. Using SAP Preferred Care service helped make the company's head-count processes more efficient; these functionality-enhancing services helped align the company's HR and finance processes, and generate valuable HR data and analysis to support its business initiatives.

Before: Challenges and Opportunities

- Difficulty managing and reporting head count
- Inconsistent position management data within SAP SuccessFactors Employee Central

Why SAP

- Helps companies improve their results from existing software investments
- Allows accurate head-count tracking, which means more accurate budgeting
- Gives Affinion the ability to grow its employee base in order to support its product offerings
- Enables efficient tracking and management of new hires with SAP SuccessFactors Onboarding

After: Value-Driven Results

- More accurate head-count planning
- Much needed company-wide data cleanup
- Streamlined position management processes

“SAP Preferred Care for SAP SuccessFactors solutions really helped us get control of our employee tracking and life cycle management and maximize our SAP SuccessFactors solution investment overall.”

Shamara Singh, Manager, Human Resources Information Technology, Affinion Group



SAP SuccessFactors 

One

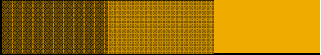
Suite of HR management tools

Tighter

Control over employee head-count and
lifecycle planning

Maximum

Return on HR software investments



© 2017 SAP SE or an SAP affiliate company. All rights reserved.

No part of this publication may be reproduced or transmitted in any form or for any purpose without the express permission of SAP SE or an SAP affiliate company.

The information contained herein may be changed without prior notice. Some software products marketed by SAP SE and its distributors contain proprietary software components of other software vendors. National product specifications may vary.

These materials are provided by SAP SE or an SAP affiliate company for informational purposes only, without representation or warranty of any kind, and SAP or its affiliated companies shall not be liable for errors or omissions with respect to the materials. The only warranties for SAP or SAP affiliate company products and services are those that are set forth in the express warranty statements accompanying such products and services, if any. Nothing herein should be construed as constituting an additional warranty.

In particular, SAP SE or its affiliated companies have no obligation to pursue any course of business outlined in this document or any related presentation, or to develop or release any functionality mentioned therein. This document, or any related presentation, and SAP SE's or its affiliated companies' strategy and possible future developments, products, and/or platform directions and functionality are all subject to change and may be changed by SAP SE or its affiliated companies at any time for any reason without notice. The information in this document is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. All forward-looking statements are subject to various risks and uncertainties that could cause actual results to differ materially from expectations. Readers are cautioned not to place undue reliance on these forward-looking statements, and they should not be relied upon in making purchasing decisions.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE (or an SAP affiliate company) in Germany and other countries. All other product and service names mentioned are the trademarks of their respective companies.

See <http://global.sap.com/corporate-en/legal/copyright/index.epx> for additional trademark information and notices.