

Blended Learning Approach – Compliance



American Express, also known as **Amex**, is a global services company that provides consumers and businesses with exceptional access to products, insights and experiences that enrich lives and build business success. As one of America's leading financial services company, it provides its customers with access to various financial products, such as Credit Cards, Charge Cards, and Travel & Insurance products.

THE CHALLENGE

Facing the impact of a global service area, the organization needed to avoid the internal and external compliance risks and violation of the usual standards. They sought a training partner who could:

- provide training support on compliance issues such as safety concern, health concern, and monetary concern.
- improve efficiency in business processes.
- reduce the training dollar being spent.
- increase customer satisfaction.
- make learning experiences consistent.

APTARA'S SOLUTION

Working with client teams, Aptara training specialists evaluated current compliance issues and challenges. Aptara:

- designed a blended learning approach to various compliance standards.
- developed interactive and engaging eLearning courses on compliance topics, such as anti-corruption, anti-trust, anti-boycott, group boycott, safety, money laundering, information security awareness, and more to be delivered on multiple devices.

THE RESULT

The program's success is a testament to client's proactive approach to compliance training and its executive team's willingness to explore creative new development and delivery models. The training was so well received that employees requested future training be similar. It boosted employee pride and satisfaction and kept the staff working as a team even during such an unprecedented period of change.

THE SUCCESS STORY

For more than 10 years, American Express has partnered with Aptara to design, develop, and deliver their compliance trainings to improve on business processes and grow its customer base with top-tier quality service and the highest value, and continues to look to Aptara for growth and expansion of its customer base.

