

Logi-Serve to Provide American Express Global Business Travel With Employee-Assessment Services

AmexGBT intends to deploy the tool in various locations worldwide as a part of its development and training to improve customer experiences and increase sales performance

FARMINGTON HILLS, MICH—MAY 4, 2015—Logi-Serve today announced that it has been selected by American Express Global Business Travel (GBT) to provide tools and services to help select and train its customer-service staff.

Logi-Serve, a rapidly growing software-based business execution and talent assessment firm, said that it will provide services to help address staffing needs at GBT, one of the world's largest travel agency networks with locations in nearly 140 countries and territories worldwide.

Logi-Serve's assessment tool utilizes a unique immersive storyboarding technique and gamification platform that draws candidates through a series of questions that build on previous answers. Its real-time reporting and analytics engine enables fast, thorough, actionable data to inform hiring and promotion decisions.

"We look forward to working with American Express Global Business Travel to deliver a world-class assessment tool that can further its standing as the world's leading financial and travel service brand," said Eric Krohner, Logi-Serve CEO. "Logi-Serve is the first tool to combine psychometrics, operations research, mathematical and quantitative modeling to bring an unrivaled level of insight into hiring and development."

Logi-Serve was selected following an extensive search to find the best assessment tool to predict service and sales ability for GBT. The company intends to deploy the tool in various locations worldwide as a part of its development and training to improve customer experiences and increase sales performance.

"Logi-Serve offers a scientific, state-of-the-art customer service predictor that we believe will be an important part of our talent acquisition strategy," said Danielle McMahan, vice president, Global Talent Development, Amex GBT. "We look forward to deploying it to help ensure that we hire the best possible staff to serve our customers."



"Logi-Serve offers a scientific, state-of-the-art customer service predictor that we believe will be an important part of our talent acquisition strategy."

— Danielle McMahan
Vice President of Global Talent Development
American Express GBT



About Logi-Serve

Logi-Serve is rapidly distinguishing itself as the market's leading assessment innovator for companies seeking to predict customer service ability, enhance customer experiences, increase sales and build a culture of sales and service excellence. Through patent pending science and tools that pose questions based on story-boarded scenarios, its use of advanced response-gathering technology and a validated competency framework, Logi-Serve offers the market's most direct link to predicting and shaping business outcomes.

For more information view the Logi-Serve website at www.logi-serve.com, email info@logi-serve.com or call 1 (800) 698-0403. Connect with us on [Facebook](#), [LinkedIn](#), & [Twitter](#).

About American Express Global Business Travel

Positioned at the intersection of commerce and travel, American Express Global Business Travel offers its customers a comprehensive network, service dependability, and deep insight to help move people and businesses forward. American Express Global Business Travel provides leading travel solutions, integrated consulting services, proprietary research, and end-to-end meetings and events capabilities. These innovative offerings enable clients to optimize the return on their travel and meetings investments. Learn more at www.amexglobalbusinesstravel.com.

American Express Global Business Travel is part of one of the world's largest travel agency networks with locations in nearly 140 countries worldwide.

American Express Global Business Travel ("GBT") is a joint venture that is not wholly-owned by American Express Company or any of its subsidiaries ("American Express"). "American Express Global Business Travel", "American Express" and the American Express logo are trademarks of American Express, and are used under limited license.

