

Order Hotlines:



Managed for a consumer goods client to assist them in fulfilling a national promotion successfully.

Summary

Our client is one of the most popular watch brands in the world. They organise regular promotional campaigns using press and electronic media. These promotions can run from one week to many months, and the client gets flooded with phone orders during peak times. Motivation receives these calls on behalf of the client along with the payments over the phone, and supplies a total fulfilment service to ensure the prompt delivery of orders.

Brief

Our client is a new player in the British watch industry and required a 'one stop shop' solution for order taking, fulfilment and reporting.

Solution

Initially the client signed up only for the order taking component of the service to see how Motivation performed. The non-geographic numbers on the client's advertisements were pointed to Motivation's call centre. Motivation offered a seamless service by virtue of a number of well planned actions.

- *Configuring the computer based telephony, to prompt the agents receiving the calls about the call being for the watch company and the relevant promotion details.*
- *Well trained staff who had internalised the offers*
- *Secure payment terminals. Where the details of the orders were available to the client on a real time basis through a web link*
- *PCI compliance in handling the sensitive bank card data*
- *Daily activity reports with exceptions reporting.*

Having delivered a high class performance, the client upgraded the contract to complete fulfilment whereby Motivation now

- *Stock the watches*
- *Receives the orders through order lines and website*
- *Picks, packs and despatches the orders*
- *Manages inventory*
- *Manages customer care lines*

The client is happy with their decision to have a complete solution under one roof and have laid the right foundations for a long lasting relationship.

Operations Director

"We had unsuccessfully tried another fulfilment house before coming to Motivation and were circumspect because of that. We wanted to ensure that we didn't make the same mistake again and therefore took one step at a time with Motivation and yes...we are running now"