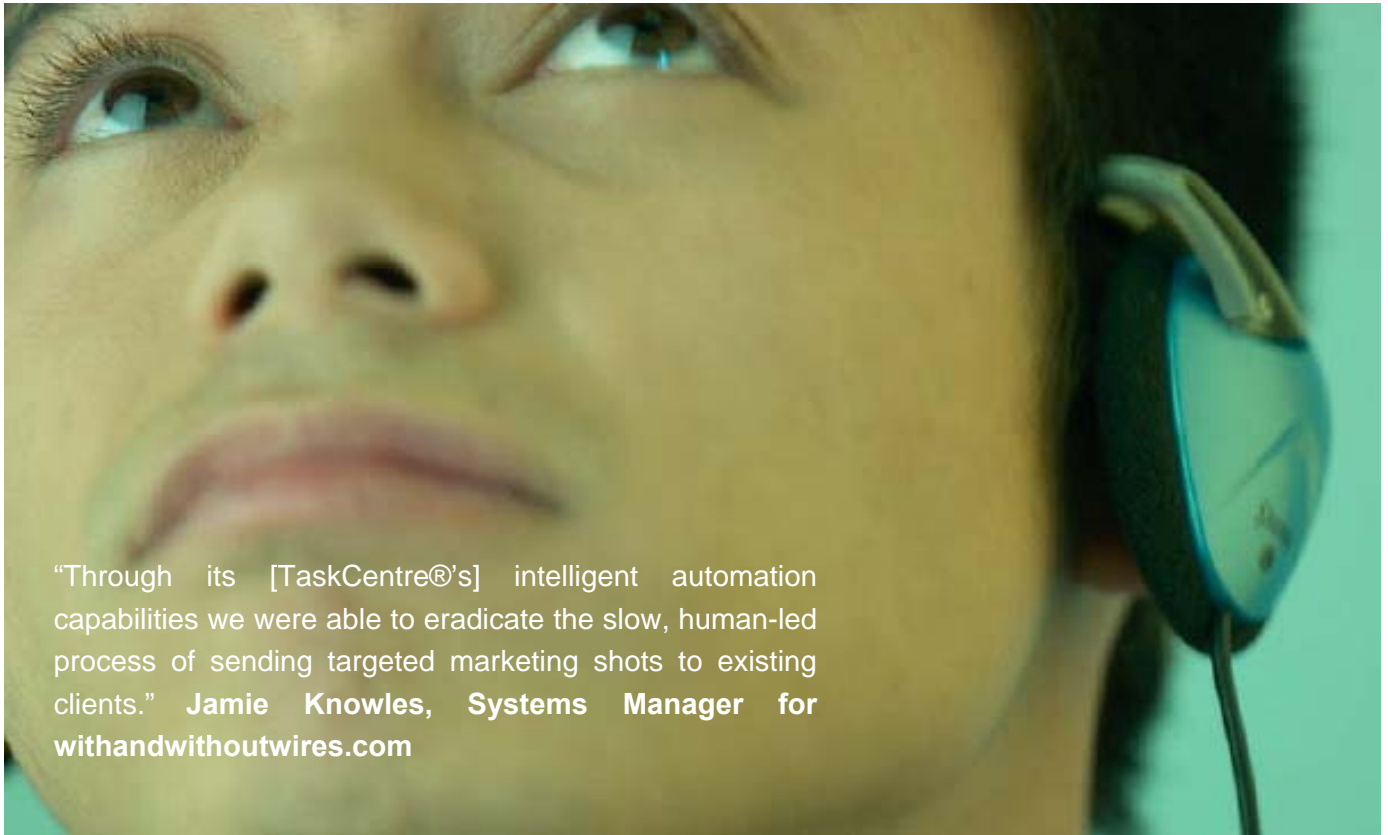


AUTOMATING BUSINESS PROCESSES

TaskCentre®

withandwithoutwires.com uses TaskCentre® to Create an Event-Driven Marketing Department.



“Through its [TaskCentre®’s] intelligent automation capabilities we were able to eradicate the slow, human-led process of sending targeted marketing shots to existing clients.” **Jamie Knowles, Systems Manager for withandwithoutwires.com**

Great Plains

TaskCentre®

The UK’s leading Business Process Management Solution

Business Requirements

- ⇒ The creation of an event-driven marketing infrastructure
- ⇒ Flexible exception reporting capabilities
- ⇒ Automated customer service communications

Solution Deployment

- ⇒ The extraction, formatting and delivery of business-critical information from its Great Plains application

► Company

Withandwithoutwires.com

► Industry

Web retailer of consumer electrical goods.

► Geographies

United Kingdom

Business Benefits Delivered

- ⇒ Increase in revenue through the delivery of intelligent event-driven marketing activities
- ⇒ Increase in customer service levels through dynamic document creation and delivery
- ⇒ Decrease in employee and material costs associated with Partner and Customer communications
- ⇒ The real-time delivery of Key Performance Indicators (KPI’s) through flexible exception reporting

Case Study: withandwithoutwires.com

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TaskCentre

Orbis Software (UK)

withandwithoutwires.com is an established and diverse company operating across a range of business activities. In addition to strategic partnering with major organisation and high profile brands, its operations extend across a mix of activities which include product management, sales development, home shopping, value added retail and consumer distribution.

As a company, it has 30 employees, process over 60,000 orders year and has a turnover of £3.5m.

withandwithoutwires.com initial interest in TaskCentre®

Arguably, the business-to-consumer marketplace is the most competitive industry to operate in. Profit margins are often small and customers are ruthless when it comes to their loyalty to a given provider. As a result, withandwithoutwires.com's initial requirement was to procure proactive technology that would intuitively communicate with customers when business events made it conducive for profit growth.

This was highlighted by Jamie Knowles, Systems Manager for withandwithoutwires.com, "Our marketplace is all about getting the marketing message to the customer when the timing is right and before our competitors." He continued, "This is impossible to achieve manually so we investigated TaskCentre® with the aim of using it to become one of the first UK companies to achieve a true event-driven marketing department."

The commercial significance of TaskCentre® on the marketing,

customer service and reporting functions of withandwithoutwires.com

The everyday practice of database marketing is evolving continuously and companies such as withandwithoutwires.com invests significant sums of capital into training its staff and providing leading edge technology to drive the business.

Yet, the B2C marketplace is so dynamic and multi-faceted that windows of opportunity can often pass by before the company employee has the physical opportunity to react. Indeed, it can take a considerable amount time to manually query a database and retrieve the relevant segment of customer data, format that data into a HTML document and send it via e-mail.

The automation of this time consuming but important revenue generating employee activity was the first financial benefit TaskCentre® delivered withandwithoutwires.com as was stated by Jamie, "Through TaskCentre®'s intelligent automation capabilities we were able to eradicate the slow, human-led process of sending targeted marketing shots to existing clients." He continued, "The business benefits of this were twofold; profits have increased through more efficient marketing and attributed cost to this activity have decreased."

Clearly, having the ability to have marketing messages automatically constructed and delivered to specific clients depending on what they've previously purchased or business events, such as a change to price, is

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a real advantage. This was something that Mark Unwin, Business Manager for withandwithoutwires.com raised, "TaskCentre® has automated a very time consuming element of our marketing execution which has allowed the marketing team to focus on additional revenue generating opportunities." He added, "From the company perspective, this can only be a good thing because the software will not make mistakes and will work every minute of every day."

Within both the b2c and b2b markets comes the administrative expense and responsibility of delivering excellent customer service. As a result, businesses still manually send order/despatch confirmations, order delays, feedback requests or refund confirmations to ensure high service levels.

Since the deployment of TaskCentre, withandwithoutwires.com no longer wastes time nor money on such activities as Jamie highlighted, "The majority of day-to-day costs incurred by a company are driven by the processing and supporting of the sale itself and a great deal of materials and employee hours can be absorbed." He continued, "Yet, through TaskCentre®, we've automated activities such as order confirmations or delivery updates thus ensuring 100% job completion whilst reducing telephone calls and paper usage."

The dynamic delivery of these documents has helped withandwithoutwires.com further enhance its excellent reputation for customer service and this big stride towards the paperless office is very much an added bonus.

Exception reporting is very high on the agenda for companies and withandwithoutwires.com is no exception. Decision-makers are no longer prepared to 'get by' with routine report runs or the ad hoc provisions of business information. They need information as it happens and warnings on issues before they transform into operational problems. "The pace of business today dictates that decision-makers need real-time, exception-based information to make financially sound decisions but mainstream ERP or CRM applications don't harbour the proactive technology to deliver this." said Jamie. He continued, "TaskCentre® has provided this capability and, as a result, we are delivering Key Performance Indicators dynamically. Indeed, the data included in these reports facilitates a 100% accurate picture of our current trading position which better equips senior employees to make tactical decisions."

Withandwithoutwires.com's future plans for TaskCentre®

When Jamie was asked what he planned to use TaskCentre® for in the future he was keen to point out his next project, "Using the plug-in FTP Action we are planning to automate the moving of business files from our own systems to Partner companies FTP sites." He continued, "The administrative savings and improved speed of partner transactions and connectivity are just a few of the benefits that this project will deliver."