

CASE STUDY: Customer Interaction Centre for SCA Hygiene Australasia



CENTRALISED CUSTOMER INTERACTION SOLUTION IMPROVES SERVICE AND LIFTS QUALITY CONTROL

Oxygen Business Solutions has helped SCA Hygiene Australasia (SCA HA) gain greater control over how customer complaints and enquiries are handled by extending the use of its existing SAP customer relationship management (CRM) system to create a one-stop customer interaction centre.

SCA HA, the leading hygiene products manufacturer in Australasia, was limited in its ability to accurately track and resolve customer complaints. While many were entered in an Access database, a significant percentage of enquiries ended up in 'limbo' – not correctly recorded and not properly followed up.

Added to this, the responsibility for undertaking follow-ups was spread across a number of different roles within the organisation. No documentation existed to support the correct operation of the complaints system and it had many limitations, including an inability to produce reports in a timely or informative manner.

Oxygen was tasked by SCA HA to extend its existing CRM implementation to create a centralised depository for all customer enquiry and complaint information, which would improve customer service by streamlining business processes around the collection of, and response to, customer enquiries.

Says Unni Nair, SCA HA, Business Process Manager (Sales & Marketing) “We wanted

to use our CRM system to cover customer service enquiries and complaints and link the information to our SAP business warehouse so we could provide our various business managers with critical product and customer service information.”

The new customer interaction centre designed by Oxygen allows SCA HA's customer service call centre operators to execute all tasks associated with customer enquiries, including complaints, credit requests, sales orders, suggestions and compliments. It has minimised the number of programs customer service people need to access in order to undertake appropriate customer response management and created a single database for all interactions.

It is also helping SCA HA isolate genuine product issues, allowing the call centre operators to identify faulty product batches and undertake any follow-up or escalation measures, such as notifying quality assurance about product defects and alerting customer service to the need to issue product replacements.

“By linking the application to our business warehouse and running reports we can uncover customer behaviour patterns, anticipate risk and take advantage of any opportunities that arise to improve after sales service.”

Unni Nair, SCA HA, Business Process Manager
(Sales & Marketing)

“Our call centre operators now have a rich resource at their fingertips - one centralised database that allows them to see all the previous customer interactions. This helps cut the time it takes to process customer enquiries.”

Unni Nair, SCA HA, Business Process Manager (Sales & Marketing)

THE BUSINESS CHALLENGE

- Streamline business processes around the collection of, and response to, customer enquiries by minimising the number of applications call centre operators need to access in order to undertake appropriate response management
- Improve level of customer service by reducing number of enquiries that were not properly recorded and not properly resolved
- Link customer service interactions to core SAP systems to enable timely and informative reporting

THE OXYGEN SOLUTION

- Extend SCA HA's existing CRM system, adding a robust customer complaints and enquiries solution to provide a single view of customer service interactions
- Create simple interface through which customer call centre operators can access and record all information necessary to deal with enquires, complaints, compliments, suggestions, credit request and sales orders

- Create a specific workflow for each type of enquiry to formalise the way responses are undertaken and to provide better ability to track exactly where each response has reached in its path to completion
- Link CRM application to SCA HA's existing SAP business warehouse to create 'slice and dice' reporting, allowing quality assurance teams to better gauge the nature of enquiries fielded by the call centre
- Provide mail merge facility to allow service operators to select correct customer response letter from a list of predefined templates and automate the merge of all necessary customer name and address information

RETURN ON INVESTMENT

- Improved control over the handling of customer complaints and enquires and faster response times for issues requiring after sales service
- Better security and reliability over critical data thanks to single database solution
- Flexible reporting provides insights into quality assurance issues and analysis of customer complaint trends

CUSTOMER PROFILE

BUSINESS PROFILE: SCA Hygiene Australasia is a leading hygiene solutions company, manufacturing and marketing a number of leading household brands including Sorbent, Purex, Handee, Deeko, Tork, Treasures, Libra and TENA. It forms part of SCA (www.sca.com) - a US\$12 billion international paper company producing absorbent hygiene products, packaging solutions and publication papers. SCA employs more than 53,000 people in some 50 countries.

Employing about 1700 people, SCA Hygiene Australasia operates across Australia, New Zealand and Fiji, holding number one market position in many of the categories in which it competes.

Winner – SAP Excellence Award 2006

