



Case Study
Fonterra

“When a customer queries a delivery we can key in the name of the store and quickly retrieve the original purchase order document.”

Jessica Seamark, Fonterra Brands’ National Customer Services Manager

CONTACT helps Fonterra manage high volume order processing and improve customer service

Fonterra Brands New Zealand receives 3,500 phone and fax orders every day from supermarkets, shops and other food outlets for its well-known range of consumer dairy products. These often complex orders are always fulfilled the following day. By moving from a paper-based fax system to using Datasquirt’s contact management system, CONTACT™, to manage incoming orders, Fonterra has reduced wastage and redeployed its call centre staff.

Jessica Seamark, Fonterra Brands’ National Customer Services Manager says her working life used to be a nightmare. Part of her responsibility is to manage the company’s centralised order-taking facility, at its Penrose headquarters, and then relay this information to the depots in Takanini, Palmerston North and Christchurch.

Each day her staff handles 3,500 incoming phone calls and faxes, from supermarkets and other outlets ordering her company’s consumer dairy products. She says her 30 call centre staff worked long shifts under huge time pressure, but all too often these orders, printed on paper, would go missing.

“We used two physical fax machines in our office, which we share with other company divisions. Because the system was paper-based, we couldn’t always

tell if orders had or hadn’t arrived. But there was a worse problem, if there was a query over an order – say a customer received goods which they said they didn’t order – we couldn’t really investigate their claim because we simply couldn’t find the original order to confirm matters. Most of the time that meant we had to wear the cost,” she says.

Today, Fonterra Brands uses CONTACT to manage faxes in the company’s call centre. Seamark says each incoming fax is now immediately converted to .PDF format and archived. “We have thousands of orders – about a year’s worth in total is stored on the system at any time. The database is completely searchable – which is something we simply didn’t have before. When a customer queries a delivery we can key in the name of the store and quickly retrieve the original purchase order document,” she says.

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Seamark says orders no longer get lost in the system, although there is the occasional operator error.

She says this is hardly surprising given the scale of Fonterra's distribution operation. In a typical week, her staff would key-in more than 140,000 separate lines into the main ordering system at Fonterra Brand's New Zealand headquarters in Penrose. Each line represents an individual product order from one of the hundreds of supermarkets, grocery stores, and other shops and food business located throughout the country. Just to complicate matters, some supermarket departments submit separate orders – as many as five orders per store.

"Many orders are so large and complicated; we can't view them on a single screen without scrolling down."

Apart from eliminating lost orders, Fonterra Brands has seen other benefits. The company has reduced its call centre to just 19 seats – four dealing with consumer relations and 15 dealing with orders. It's also driving more business. Her staff can then chase-up those who haven't ordered by phone.

Seamark says another benefit is that there are no longer hold-ups in the warehouse as the deadline approaches and paperwork gets lost or mislaid.

Key solution features / benefits

- CONTACT converts all Fonterra Brands' incoming orders to PDF format, allowing them to be archived and easily searched
- Orders are no longer lost in the system as operators can now quickly store and retrieve original documents when a customer queries an order
- CONTACT has helped Fonterra brands speed up order processing, reduce cost and has allowed it to redeploy call centre staff

About Fonterra Brands:

Fonterra Brands is a subsidiary of the Fonterra Co-operative Group Limited, which is New Zealand's largest company by turnover. It is also the world's fifth-largest dairy company and the largest dairy exporter – 95 percent of its New Zealand production is exported. The Fonterra Group's annual turnover is approximately US\$10 billion. Fonterra Brands sells consumer-oriented dairy products, including those under the well-known Anchor, Fernleaf, Tip Top and Mainland labels. It operates a number of wholly-owned subsidiaries as well as joint-venture companies in markets around the world.

"CONTACT has helped us eliminate lost orders and allowed us to cut costs. We have reduced our number of call centre seats from 30 to just 19."

Jessica Seamark, Fonterra Brands' National Customer Services Manager

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