



With rapid expansion imminent, D-Mail, a mail order sales organisation, decided to entrust the management of its most valuable resource to a CRM specialist, in an effort to reduce costs whilst maintaining the quality and quantity of its customer service.

D-Mail recognises that in today's difficult and highly competitive market, customer loyalty is a key asset and you can only achieve this loyalty by basing your entire customer-facing activities on what those customers want.

D-Mail engaged with Transcom, a CRM specialist renowned for their expertise in setting up successful CRM solutions.

Business Challenge

In 2004, Transcom was selected by D-Mail to support them in addressing the challenges of saving costs and dealing with internal capacity issues. D-Mail was looking for a partner to extend the timeband of orders collection service during the day and to cover Saturdays and Sundays. In addition, a support for peak-times was needed.



Transcom took on the challenge of enhancing D-Mail's organisational direction, flexibility and cost-savings. They knew they were capable of achieving a radical process which focused on adding value to the service delivered. The business challenge consisted of:

- Providing cost-effective CRM solutions
- Developing organisational skills and improve the flexibility of call centre staff
- Developing a high-quality low-cost service without compromising D-Mail's highly reputable trademark status, leading to the provision of cost-efficient customer care support.

Through the implementation of improvements to these three key business challenges, working in a collaborative approach, Transcom was confident that D-Mail's operation could be significantly enhanced. Transcom's solution

Transcom are committed to uncovering the key ingredient to help their clients become high-performing businesses, with the understanding that high-class technology will shape the future and invent the next wave of cutting-edge business solutions. Transcom drafted in a high number of multi-skilled agents to handle calls in any timeband within a 7.00 – 23.30 pm



CASE STUDY: D-Mail

framework. This resulted in a large increase of service hours compared to in-house service. Transcom ably supported D-Mail without completely absorbing their internal CRM and felt confident in their ability to secure maximum customer satisfaction and profit for D-Mail by guaranteeing a high quality performing workforce. A workforce that would be competent and efficient to organise, direct and react according to customer demands.

Achieved Results

By redefining staffing procedures, D-Mail was able to handle customer care services and not just customer sales. Transcom has managed the change inherent in implementing D-Mail's transformation programme. Transcom's ultimate objective was to optimise and develop D-Mail's professional organisation and manage resources more effectively to provide an all-round first-class service.

Transcom today handles 25% of the total inbound callflow of the client, and this figure will soon increase to 75%. Outbound campaigns are targeted for successful growth. D-Mail will now continue to reap the benefits of an ongoing training programme founded on a principle of continuous improvement which has strengthened D-Mail's image as a professional responsive company.

Transcom's approach of improved performance management stems from industry expertise and deep technology and outsourcing skills to deliver cost-effective business solutions.

Facts: D-Mail

- Italy's leader in catalogue and online sales
- D-Mail group forms part of the large holding D-Mail
- Group S.p.A. listed in the Star segment of the Italian Stock Exchange
- D-Mail generates great activity in the media
- commerce and local media sector
- Head office: Italy (offices in Portugal and Romania)
- Languages offered: Italian

Facts: Transcom

- Established in 1995
- Growth leading outsourced CRM and Credit Management
- service provider
- Lead generation, marketing & sales, customer care, bookings, up & cross sales, helpdesk, reminder services, amicable & legal collection, debt purchase
- Over 120 international and domestic clients
- More than 13,100 employees in 27 countries
- Member of the Kinnevik group of companies

