

Keeping up with demand – Cat Media turns to eCommerce and eCRM to support their continued growth

CAT MEDIA

Since implementing Streamline's e-Commerce and integrated Customer Relationship Management (eCRM) solution and NEC's Q-Master_{EX} suite, Cat Media have enhanced their market position across a number of demographics, through their ability to quickly respond to new business opportunities. Cat Media have also been able to increase overall productivity by reducing support issues and improving agent performance.

Since commencing operation in 1996, Cat Media have aggressively grown their business. To support their growth, a number of ad-hoc applications have been implemented to support different business processes as required. As a consequence, Cat Media have been faced with increased support issues, adverse agent performance, and constraints on their ability to quickly respond to new opportunities.

In order to better support their operations, Cat Media recently upgraded their contact centre technology, to the NEC Q-Master suite. As part of this upgrade, Cat Media also chose to implement Streamline's e-Commerce and integrated Customer Relationship Management (eCRM) to improve their contact centre operations.

eCRM to optimise customer "touch-points"

eTouchPoint™ has been integrated with Cat Media's NEC PBX, as well as the Q-Master Computer Telephony Integration (CTI) and Interactive Voice Response (IVR) systems. This integration provides agents with instant access to contact details via screen-pops. eTouchPoint™ has also been integrated to Macola, Cat Media's ERP system, enabling contact

centre agents to verify and place customer orders, as well as manage the flow of information from all customer "touch points", within a single web-integrated browser based system. "We are amazed by the dramatic increase in our productivity. Through eTouchPoint™'s integration with our PBX and ERP systems, we have substantially increased the number of completed calls by our agents" says Leo Gregan, National Sales & Marketing Manager - Cat Media.

"This is not the only aspect of our business that has been improved. We have seen significant improvements in our payment processing division - including banking, reconciliation and refunds - as well as our fulfillment division, which covers inventory control, distribution and back ordering" explains Mr Gregan.

" eTouchPoint™ is a cost effective solution that is fully integrated with our NEC Contact Centre solutions. Streamline's eCampaign module supports all of our direct marketing campaign activities including, telephone, email and direct mail, and is extremely simple to use. our Contact Centre operations have never been more productive"
Leo Gregan, National Sales & Marketing Manager - Cat Media

Empowered by Innovation

NEC

Making an impact on the market

The key to Cat Media's incredible success has been through the effectiveness of their marketing and promotional campaigns. "In order to have a successful campaign, you must have good quality information. You have to know exactly who, when and how to direct your campaigns" explains Leo Gregan. With Streamline's eCampaign solution, data can be extracted directly from within Cat Media's eTouchPoint™ database using multiple criteria's, ensuring that their campaigns are going to hit the exact target audience. "We can simultaneously run multiple campaigns across several mediums, such as email, telephony, direct mail and the web. This has never been possible before," says Leo.

About Cat Media

Cat Media Pty Ltd (Cat Media) is a privately owned company that has operated in Australia since 1996. Cat Media manufactures and distributes a range of health, beauty and natural pharmaceutical products as well as distributing opals and soon footwear.

The core business activities encompass developing, marketing and promoting these niche products using a variety of mediums. Cat Media have set up an inbound Contact Centre to handle the enormous volume of calls that are generated by their marketing campaigns. The Contact Centre is also used for market research and investigation, as well as maintaining a database of loyal customers for future sales. The business operates from two premises; the sales & marketing, and other business operations are conducted from the head office in the Sydney CBD, with all research and development, warehousing and distribution being located in Alexandria.

Technical Details

Server

NEC Express Server5800

Operation System

Microsoft Windows 2000
Microsoft SQL Server 7.0
Microsoft Internet Information Server 5.0
Microsoft IE5.5

Applications

Streamline eCRM
eTouchPoint™
eCampaign
Q-Master_{EX}
Q-Control
Q-Desktop
Q-Announce
Q-Callback
Q-Integrate

Corus Console
Corus Desktop
Corus Voicemail