

CASE STUDY

Virgin Mobile

Business Overview

Virgin Mobile has invested in an Output Management solution from Enterprise Content Management (ECM) solution provider The Content Group (TCG). The solution, which comprises FormScape – document automation by leading global provider Bottomline Technologies - and professional services from TCG, will require the ECM provider to implement and configure the software and integrate it to Virgin Mobile's Strategix ERP application. The solution is designed to underpin the delivery of customer service enhancements, as well as drive cost and efficiency savings within the organisation's logistics operation.

Challenges

Virgin Mobile receives on average 10,000 orders per week for new phones from its direct customers, and answers a number of calls per day from customers enquiring where their goods are. As part of a wider recent review of Virgin Mobile's customer service offering, the company identified new requirements for improved output management capabilities.

Paul Brassett, Virgin Mobile's Logistics Support Manager, explains, "We currently send thousands of boxes daily from our logistics centre, and each of those boxes is accompanied by a dispatch note and an invoice, plus, in the case of new customers, a welcome letter. We realised that by combining the dispatch note and invoice, and by having our warehouse dispatch process trigger an email confirmation notice to the customer, we could cut down the amount of paper being printed by over a third, reduce the number of in-bound customer enquiries we currently receive and improve our overall delivery of service to our customers."

In addition, by printing the documents through FormScape, Virgin Mobile will be able to save approximately 10 to 15 seconds on each document, making for a slicker and more efficient dispatch process.

He continues, "It sounds relatively straightforward, but the process requires the entire logistics operation to be integrated with our ERP system, and until recently, there wasn't a technology solution available that could do the job cost effectively."

Solution

Virgin Mobile conducted a thorough inventory of the solutions available on the market and selected the FormScape solution from TCG because of flexibility of the software and its competitive pricing. Brassett explains, "I had worked with FormScape and TCG in a previous role and knew that they would provide us with the right solution, and that they would be able to deliver that at the right cost within our relatively tight timescales."

Virgin Mobile has 20 dispatch benches in its logistics centre. The roll-out of FormScape started in a phased approach and is now fully live across all dispatch benches.

"We recognise the cost and efficiency savings the output management solution will provide, and have already identified additional areas of improvement. TCG's knowledge of FormScape has been invaluable in this process, as has their dedication to helping us meet our business objectives."

Paul Brassett, Logistics Support Manager, Virgin Mobile

THE ECM EXPERTS