

CASE STUDY

Schwan's Shared Services, LLC

"PITNEY BOWES BUSINESS INSIGHT'S SOLUTIONS HAVE PROVIDED OUR ORGANIZATION WITH EFFICIENCY IMPROVEMENT ACROSS SALES, ORDER FULFILLMENT, AND EVEN IN THE FIELD."

Connie Gugel, Senior Systems Analyst, Schwan's Shared Services, LLC, a subsidiary of The Schwan Food Company



Challenge

Schwan's Home Service, Inc. sought to eliminate thousands of duplicate customer records, which were hampering customer service efforts and causing delivery delays.

Solution

Schwan's Home Service, Inc. implemented Pitney Bowes Spectrum™ Enterprise Data Quality Solution to validate, standardize and merge new and existing customer address records.

SUMMARY

Improving Customer Data Quality to Deliver Exceptional Customer Service

The Schwan Food Company, a multibillion-dollar private company with approximately 18,000 subsidiary employees worldwide, sells fine frozen foods via its traditional delivery trucks as well as in grocery store freezers, online and through the foodservice industry. Schwan products have a solid presence in approximately 50 countries.

Schwan's Home Service, Inc., the company's home-delivery business, has nearly 500 sales and distribution centers in the United States. Given the vast scope of business, Home Service needed to manage thousands of customer records entering their system per day. Records are entered from various touch points as customers place orders online, by phone, or directly from the Customer Service Manager (CSM) at their doorstep. With multiple customer touch points, it was easy to overwhelm the system with duplicate customer records. This process presented significant challenges for coordinating orders and scheduling deliveries.

Prior to implementing a data quality solution, a potential home delivery customer registering for an account at Schwans.com or through the call center would be assigned a customer number. Meanwhile, the local depot would be alerted to schedule service for the potential customer. A CSM would then visit the customer and re-enter their information into a handheld device used to collect sales orders, deliveries and track

inventory. This disconnect between customer touch points resulted in the creation of two separate records for the same customer, which lead to missed sales, overlapping delivery cycles, duplicate mailings, and ultimately, customer dissatisfaction.

Orders placed by the customer online might not be transferred to the CSM's handheld for delivery, or a customer placing orders both online and via their CSM might receive two deliveries in one week – as opposed to one delivery every two weeks. In effect, one in every four new customers signed up via the handheld was a duplicate of an existing customer. Schwan's Home Service required a comprehensive data quality solution to help improve customer service and depot efficiency.

Accurate Customer Records Ensure a Personal Touch

Schwan's Home Service, Inc. had previously used a number of Pitney Bowes Business Insight software products, such as CODE-1 Plus™ and VeriMove™, to improve the customer mailing process. In 2008, Schwan's Home Service implemented Pitney Bowes Spectrum Enterprise Data Quality Solution to match, de-duplicate and consolidate customer data into a single, comprehensive customer record.

It has seamlessly integrated with Schwan's Home Service's web store, call center application and the handheld devices used by Customer Service

“BY MERGING DUPLICATE CUSTOMER ACCOUNTS WITH THE PITNEY BOWES SPECTRUM™ ENTERPRISE DATA QUALITY SOLUTION, WE HAVE VASTLY IMPROVED CUSTOMER SERVICE AND REALIZED SIGNIFICANT TIME AND COST SAVINGS.”

Connie Gugel, Senior Systems Analyst, Schwan's Shared Services, LLC,
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Managers (CSM) in the field. When the web store registers a new customer, the data quality solution standardizes the address and attempts to match it to an existing customer record. By checking each new customer entered into the system against the database, it eliminates the creation of duplicate records, instead merging the sales and contact information into the existing customer record.

Combining Real-Time and Batch Functionality Reduces Record Duplication by 25 Percent

Customer address validation and standardization is performed in real-time while new addresses are being entered into the system. Addresses that are not able to be validated or standardized in real-time are automatically submitted for the daily address scrubbing process. While in the field, CSM handheld devices run in a disconnected mode, uploading customer data at the end of each day to Schwan's Home Service corporate headquarters.

According to Connie Gugel, senior systems analyst, Schwan's Shared Services, LLC a subsidiary of The Schwan Food Company, “After we implemented the Pitney Bowes Spectrum Enterprise Data Quality Solution customer matching module, we saw a 25 percent reduction in the number of new customers being created by the handhelds.” Eliminating duplicates is critical to achieving an accurate, single view of every customer.

The Pitney Bowes Spectrum Enterprise Data Quality Solution also helps Schwan's Home Service depots improve efficiency in the field. Each depot schedules approximately 10 delivery routes per day. Delivery cycles are usually every two weeks, so there are more than 100 routes to manage. Previously, each time a new customer was registered, scheduled orders needed to be manually entered into the delivery route. Implementing the data quality solution has resulted in significant efficiency improvements for Schwan's Home Service.

For Schwan's Home Service, better customer data quality resulted in a more complete, 360-degree view of the customer. Gugel explains, “We purchased a list of prospects and compared it against our database using the Pitney Bowes Spectrum Enterprise Data Quality Solution. Eight percent of that list included existing customers, so we were able to avoid duplicate mailings. This shows our customers that we know them.”

Providing that extra personal touch generates loyalty, which has been a cornerstone of Schwan's Home Service's success. “We are now able to better market to the customer because we have a more complete picture of customer value. The elimination of duplicates reduces the time our Home Service organization spends managing those records, and our customers receive a better overall experience,” said Gugel.

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ABOUT US (PBBI ADVANTAGE)

Pitney Bowes Business Insight (PBBI), a division of Pitney Bowes Software Inc., provides a unique combination of location and communication intelligence software, data and services that enable organizations to make more informed decisions about customers, competition and market expansion. Pitney Bowes Spectrum Enterprise Data Quality Solution provides organizations with the most accurate, consolidated and up-to-date customer information to enhance target marketing, solidify customer relationships and increase customer satisfaction. Visit www.pbinsight.com and www.pb.com for more information.