

Offshore Processing of Customer Information & Onshore Imaging for Bounty

Client Profile: The client are a dynamic and innovative direct marketing business providing below-the-line support to major pharmaceutical companies and other leading brands and services who wish to specifically target families with young children. Their experience and expertise in developing marketing channels to this audience is based on unrivalled insight and focus in this field. It is as a result of this understanding that, for the last 48 years, they have been providing valuable information for expectant and new mums through the healthcare environment, retailers and their own channels and distributors.

The Brief: Manage and process responses from Bounty's Club Pack and other direct marketing activities. Upon receipt of the responses process and deliver high quality accurate data to Bounty within 72 hours.

Our Solution: DDC are able to offer the client the highest level of service through utilising our advanced onshore and offshore facilities. A workflow system has been tailored to handle their requirements with high emphasis on quality and accuracy due to the sensitivity of the client's market. The workflow consists of receipt, document sortation and imaging of hardcopy documents all on-shore. Secure transmission on the images to our owned facilities off-shore allows for quick and accurate datacapture.

Results: DDC OS manage approx 1.7million forms per year, delivering daily outputs of captured data with accuracy levels reaching over 99.1%.

Summary & Benefits: Responses handled by DDC for 2006 increased by 0.5 million from the previous year. In addition to this increase the quality of the data provided consistently hit at least 99.1% which is well above the level set within the SLA. Part of the client SLA procedure is to carry out an internal monthly QC on the data provided by DDC as further evidence to ensure the quality of the data provided meets SLA.

By building a close working relationship with the client this has helped DDC to understand their business requirements and manage expectations. The key requirements from the client were quality, accuracy and cost, all of which we have been able to deliver without one impacting the other.

As a result of the stringent procedures implemented and the experience of the dedicated team DDC OS has designed a system which is both flexible and efficient.