



## Customer Case Study

### About Rangemaster

Rangemaster is the new name for the market leading range cooker and sink company operated by the AGA consumer Products Group.

The range cookers are manufactured at the historic Leamington Spa factory and the sinks at Long Eaton near Nottingham. Rangemaster's focus on design led innovation means the portfolio of award-winning cookers and sinks are constantly evolving to meet the changing lifestyle demands of consumers.

### The Challenge

Rangemaster were a company in the process of reinventing themselves. As well as a wider product range, new relationships with 3rd Service Providers were formed and these needed to be managed. Against the backdrop of a paper based culture, their key business objectives were to raise the standard of Customer Service to consumers, managing and interacting with the Service Providers, and making cost saving efficiencies.

Investment was made in a new call centre, but fundamental to this was a new Customer Contact Management System. As the product range and number of suppliers increased, Rangemaster needed to address quality of information issues. The collation of information on why products could be failing and the warranty analysis was crucial for business improvement and meeting expectations of consumers.

### The Solution

Rob Lloyd, Customer Services Manager at Rangemaster managed the project and vendor selection exercise for the new system. The factors that influenced the choice of the Blue Flag solution -SERVICemail, were value for money, simplicity and ease of implementation of the solution. Finally the web interface which mirrored most of the functionality in the client version was key for Rangemaster going forward. Rob recalls how Blue Flag understood his business requirements:-

***"We never had to be sold the system, Blue Flag ensure that the right product is chosen only if it is right for the customer. They are our best service provider in terms of approachability"***

Over a period of 4 weeks, SERVICemail was implemented primarily to support operations in the UK and Ireland of consumer contacts into the call centre. They handled standard request and complaint processes as well as brochure fulfilments. The new system was well received in the call centre with its user friendly interface.

Currently just over 20 staff handle about 5000 calls per week, which includes other contact channels such as letters and emails. In addition to consumer enquiry handling and fulfilment handling, there is also a focus on tracking outbound contacts with Service Providers (suppliers, distributors).

The solution is integrated to Post Code integration software which enables consumer and commercial address details to be recorded quickly and accurately.

SERVICEMAIL



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## The Benefits

Among the key benefits that Rangemaster have experienced through the use of SERVICEmail are:-

**Staff saving efficiencies**—Rangemaster can handle more calls with less people, but significantly it frees up time to do more 'personal things', the follow-up and courtesy calls and generally enhancing the brand.

**Accessibility for end user**—Through SERVICEmail there is proactive management of agents workloads, skills can be balanced and teams organised in terms of skill capability.

**Powerful management information**—Predict trends, using information to train and deploy resources, also to effect changes in working practice and policy. Ultimately, continually improving the Customer Service operation by providing benchmarking through measuring KPIs (Key Performance Indicators). Rob emphasises the impact this benefit has had on Rangemaster:-

*“We now have board level visibility and can readily produce management information... through the use of SERVICEmail we recouped some costs against a provider that supplied a part with a high failure rate.”*

*“Essentially its about Knowledge Management...not only about what's wrong, but also about what's right.”*

**Contact to Customer Management**—With enhanced customer details captured, charting the life of the customer, the emphasis can move towards cross selling within the AGA group, where customer profiling can drive marketing campaigns.

## The Future

Rangemaster now have a foundation for the future in place. It is envisaged that the system could be distributed internationally for additional Service Providers. Customer feedback is also essential and the natural progression is to implement the Customer Feedback Module from Blue Flag. In the same way warranty and registration details of products bought by consumers can be captured.

The future of the system will also see the web used for inbound interactions, where commercial as well as individual consumers have the ability to input their request directly into the system.

Rangemaster see SERVICEmail as a pivotal system for feeding into all areas that talk to some part of the customer, in this way they are confident that SERVICEmail is future proof and can evolve as their business evolves.

Blue Flag Technologies have partnered with leading public and commercial organizations. We have over 12 years implementation expertise, our solutions have helped our customers take advantage of numerous business benefits in the areas of

- Operational cost savings
- Operational revenue gains
- Business Improvement
- Improved Customer Service and Marketing.

