

Our Success Story: Health and Home Shopping

Established in 1984, HHS Trading (UK) Plc conducts its business from its proud 70,000 sq ft premises (approximately 7,000 sq m) in Salford in the UK.

The company enjoys the patronage of over 3 million customers for its range of catalogue products. The principle activities of HHS are:

- Health & Home Shopping**
 Health & Home Shopping covers Mail Order catalogue, Internet, Off-The-Page Advertisements and TV Advertisements.
- HHS Trading**
 HHS Trading handles wholesale trading with mail order companies in the UK and Europe. HHS Trading clients include GUS, Grattan, Littlewoods, Empire Stores, JD Williams and more.
- HHS Properties Ltd**
 HHS Properties Ltd is Management company that maintains a £3 million office and warehouse complex in Salford.
- Third Party Fulfillment Operation Product**
 This arm of HHS acts as a data processing and fulfillment company for a variety of European, UK and USA clients.



Website: www.healthhome.co.uk

Business situation:

The company's operations are dependent on a homegrown bespoke system developed over the years to fulfill user needs and changing business environment. The system is large and complex, and meets business requirements. The rapidly growing business of HHS faced a major problem of poor user interface with their existing system based on Unix. Along with this HHS was unable to:

- Identify & prioritize incoming customer requests.
- Create personalized mails.
- Fulfill orders in time.
- Present real time information about customer to call agents.
- Judge effectiveness of catalogue for a particular season.
- Do cross/up selling of products.
- Handle stock effectively & efficiently.

MOS solution:

HHS has implemented the MOS (Mail Order Solution) from Tulsient, which helped the company in improving their bottom lines in following manner:

- Faster customer response.
- Ease of use for end user, which in turn increased effectiveness of employees.
- Powerful business strategy definition and its implementation across all business units.
- Seamless integration/migration from existing system within short period of time.
- Support to multiple customer touch points such as email, phone etc.
- Effective campaign management.
- Better customer management like keeping records of previous customer interactions etc.
- Reduced inventory overheads by better management of inventory.
- Increase in sales by up selling & cross selling of products.
- Improving delivery time substantially thus improving customer delight.
- Reduced overall cost in the company.
- Automated sales order creation, execution & follow up.
- 24 x 7 customer support.
- All activities conducted within organization are backed up by detailed reports.

MOM solution includes:

- ❑ Marketing Module
- ❑ CRM Center Module
- ❑ Trading Module
- ❑ Fulfillment Module
- ❑ Accounts Module

This solution has also provided various other routes to order such as

- Direct Marketing
- Multi Level Marketing
- Field sales force management

Business Benefits:

Improved inbound and outbound call handling

MOM marketing has helped HHS improve the effectiveness of both outbound telemarketing campaigns as well as inbound call handling. It enabled the transformation of customer interaction centers into profitable revenue sources that execute coordinated multi-channel marketing programs.

Higher sales and customer satisfaction

The integrated architecture of MOM solution allowed HHS call agents to know all information pertaining to customers, products, campaigns etc. Now, agents are able to execute real time marketing campaigns and deliver targeted offers that reflect knowledge of all marketing campaigns across all channels, quickly resulting in higher sales and greater customer satisfaction.

Log of customer interactions

MOM CRM solution has helped HHS maintain a log of all customer interactions at central location. This lead to reduced customer response time as call agents were able to view previous interactions with the customers, irrespective of whether he/she has attended previous calls.

Complete campaign planning & management

MOM Marketing streamlines planning and budgeting by providing integrated workflow and collaboration capabilities for campaign approval and execution. It allows tracking of multiple campaigns running in the organization.

Robust analysis and reporting

Comprehensive data warehousing capability of MOM Marketing allows marketers analyze and understand the requirements of their customers. Thus, they can offer more specific products and services to their customers, which in turn will increase customer satisfaction and retention.

Control over purchasing process

MOM Trading module has drastically improved the purchasing process in HHS. With MOM trading HHS can generate purchase quotations, sample request, and purchase order through the system.

Hassle-free vendor development

MOM Trading has helped HHS in managing all details pertaining to its vendors and suppliers systematically. It allows vendor specific quality control, which has helped HHS a lot in authorizing the vendor for the supply of a particular product.

Automatic stock allocation

MOM Fulfillment has given HHS an ability to optimize their space for stocking of the items in their warehouse. It uses highly complex algorithm of mirroring principles for stock allocation. This ensures that items are placed systematically based on their category, which makes them easy to trace.

Effective warehouse management

MOM Fulfillment has made it very easy for HHS managers to effectively allocate stock, plan delivery schedule etc. for each warehouse located at different locations.

UK**TULSIENT SYSTEMS PLC.**

HHS house
Brunel Avenue
Salford H5 4 JA
info@tulsient.com
manoj@tulsient.com
Tel : + 44 161 743 1200
Fax : + 44 870 745 7397

India**Mumbai****TULSIENT TECHNOLOGIES (I) PVT LTD.**

1, Timmy arcade,
C.T.S 778/B, Makwana Road,
Marol, Andheri (E), Mumbai 400059.
Tel No: +91(22) 851 5955
Fax no: +91(22) 851 8363
info@tulsient.com

Delhi**TULSIENT TECHNOLOGIES (I) PVT LTD.**

3rd Floor, Sandhyadeep Building,
15 Community Centre, East Of Kailash,
New Delhi - 110065.
Tel: +91(11)-6236436/6410060
Fax: +91(11)-6284085
info@tulsient.com

Pune**TULSIENT TECHNOLOGIES (I) PVT LTD.**

Cirrus Electronics System Ltd.,
Kamla Height, Cirrus Chambers,
433/D Somwar Peth,
Pune 411001.
Tel: 4004825/4007901
Fax: 4229152
info@tulsient.com

Bangalore**TULSIENT TECHNOLOGIES (I) PVT LTD.**

No.44, 19th Main, 8th Cross,
1st Stage, 1st Phase, B.T.M. Layout,
Bangalore - 560068
Tel: +91(80) 6687611/6680339
Fax: +91(80) 6681655
info@tulsient.com

Chennai**TULSIENT TECHNOLOGIES (I) PVT LTD.**

64A, 2nd Floor, thirumalai Road,
T Nagari,
Chennai - 17
Tel: +91(80) 8311510
Fax: +91(80) 8203015
info@tulsient.com

www.tulsient.com