

rewards arvato services optimizes processes for customer relations program with QlikView

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Management, rewards arvato services GmbH

German companies view customer loyalty as an essential component of success. One of the leading suppliers worldwide of consultation, sourcing and logistics for awards and customer loyalty programs is rewards arvato services GmbH, a subsidiary of arvato AG, an international media and communications service provider of Bertelsmann AG. From the targeted compilation of rewards, to international purchasing and scheduling, to commissioning and shipping, the company offers its customers a one-stop shop solution.



Some 30 national and international companies order the rewards that their customers want from rewards arvato services. Worldwide, consumers in 62 countries are supplied with some 1,500 different articles. This includes blood

pressure measuring devices – the most desirable award in medical insurance bonus programs – or popular items such as MP3 players, or even curiosities such as one-man submarines, or expensive articles such as luxury watches.

All the articles are recorded and administered in a retail module along with the supplier master data and customer orders. After receiving an order, the respective warehouse is informed. The desired goods are selected there, and pickup at the warehouse and delivery to the end customers is coordinated via a delivery partner. Invoicing occurs monthly from the retail system.

To offer customers and end consumers optimum service and still operate economically, arvato must continuously evaluate customer, product and supplier data from some three million data records. Up until now, standard reports had been prepared within the retail system. Data from two systems and a SQL sales application are exported, then imported into table calculation lists, and compiled. Given the high data volume, the evaluations sometimes used to take several hours. “As the number of customers increased, it became increasingly difficult to compile the information,” reported the responsible Project Manager at rewards arvato services. At the same time, the old system would run

Solution Overview

rewards arvato services

Leading supplier worldwide of consulting, sourcing and logistics of bonuses and customer loyalty programs. Subsidiary of arvato AG.

Industry

Services

Function

Executive, Sales, Supply Chain, Finance

Geography

Germany

Challenges

- Optimize customer service with profitability
- Analyze customer, product and supplier information from different data sources
- Allow 'everyone' the ability to perform analysis – from management and finance to sales and purchasing

Solution

rewards arvato services quickly deployed roughly 25 applications.

Benefits

- Garnered savings of ~ two hours per week per user
- Improved negotiating position during discussions with suppliers
- Achieved overall improvement of process quality

Data Source Systems

Application: Retail system, SQL-based sales application

QlikTech Partner

arvato systems | Technologies

into limits due to the high load from the various analytical requirements.

It quickly became clear that an alternative solution had to be found that could satisfy a series of criteria: On the one hand, arvato had to directly combine and evaluate data from different sources without having to first configure them separately in different programs. In addition, classic BI users such as management or Controlling should not be the only ones to create and use analyses; employees from the various departments such as Sales and Purchasing should also be included.

For example, sales figures, backlogs in the system, required reserves, or the duration of order processing are all important to Sales. In addition, merchandise category sales also have to be evaluated to determine which articles are most wanted. This information can then be filtered and used for portfolio analyses so that customers can be best advised as to how to compile the bonus catalog.

Purchasing must know how suppliers behave, whether deadlines are being maintained, what the current conditions are, and where potential for adaptation can be found. In addition, Purchasing must be able to determine the inventory volume, and whether the cash discounts are being used.

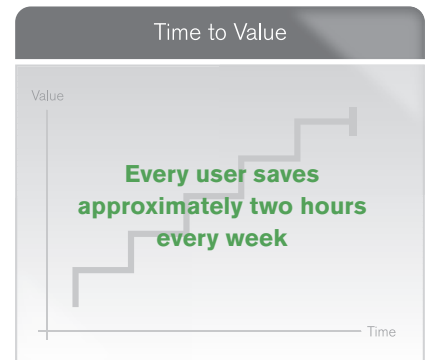
QlikView first attracted attention at CeBIT, but not the attention of the IT department; but rather that of management.

At first, IT managers were not all that enthusiastic. “Honestly, when I heard that the solution is not OLAP-based and works without a separate data layer, I was not particularly interested,” confessed the IT manager. Nevertheless, he asked to be sent informational material on QlikView and started to gather data on his own. He quickly contacted some of the companies cited as customers and got in touch with the responsible IT professionals. After a few telephone calls, he became convinced that QlikView deserved a closer look: All the contacted companies gave positive evaluations of the BI tool. At the subsequent presentation at rewards arvato services, the departments were particularly attracted by the flexibility and ease of use.

rewards arvato services received additional offers from various BI suppliers, and then chose QlikView as its new analysis and reporting tool. A total of 25 reports were prepared, along with an affiliate, arvato systems | Technologies, for Purchasing, Sales and Warehousing, Controlling and management.

Each user saves up to two hours every week since the information does not have to be exported into several table calculation sheets and then compiled into a document, which is a time-consuming and error-prone method.

The key account employees are now able to both actively and professionally advise their customers with current evaluations of the desirability of indi-



vidual bonus offers. All analyses can be done quickly on the go using a laptop to compare orders within specific months, for example, as a result of special campaigns, or current figures on the use of customer loyalty programs.

Purchasing used QlikView to view data concerning price trends, deadline maintenance and duration of order processing for use in supplier discussions to markedly improve its negotiating position. Today, reasons for returns can also be precisely analyzed. With one click, you can see if consumers did not like bonuses by checking out the effect on the products ordered, or if merely the address information was incorrect.

“The entire quality of the process has risen markedly since we introduced QlikView since information can be obtained more easily, quickly, transparently and in greater depth,” summarized the manager of rewards arvato services.