

Our client is the market-leader in the supply of Health and Wellness products and has a number of household brand names in their product portfolio.

Although selling through the retailer/distributor channel, our client decided to broaden their sales strategy by developing their own web-site and selling products direct to consumers throughout the EMEA region.

The product range is extensive, featuring circa 350 SKUs involving products large and small and ranging from massage equipment, kitchen and bathroom products to diagnostic aids such as blood-pressure monitors and thermometers.

### Services Provided

- Multi-lingual Pre-sales / Post-sales customer support
- Credit/Debit card authorization / verification
- Multi-currency payment processing
- VAT/Financial Reporting
- Refund Handling
- Pick, pack and delivery
- Returns Management
- Inventory management
- Stock replenishment planning

### Features

- Quality consistency & reliability
- Tailored solutions
- Scalability / Adaptability
- Cost reduction / Service enhancements



### The Process

Orders are placed on the client web-site by consumers or entered to our systems by SYKES telesales agents. Payment verification and authorisation occurs via SYKES systems on a real-time basis and is instantaneous to the customer.

Credit approved orders are made available to our fulfilment centre and products are batch picked from the storage area.

The individual orders are prepared and readied for despatch by Post or Courier as designated per order. Product bar-codes can be scanned to assign specific products against customer orders and maintain a full systems audit trail from receipt to delivery.

Order ship date and consignment numbers are reported to the client on a daily basis and for visibility to our agents in case of customer enquiry.

### Benefits

- Expert solutions that deliver value for money
- Extensive experience/knowledge of outbound and return delivery options to minimise costs
- Process improvements; reduced lead-times and cost efficiencies
- Reliability, dependability and consistency / enhanced customer satisfaction
- Flexibility and scalability / ensuring we achieve service levels even at peaks times of activity
- Quality Assurance: ISO 9001:2008
- Information Security: ISO/IEC27001:2005
- Environmental Systems: ISO14001:2004

*"SYKES provides a one-stop-shop encompassing contact centre, fulfilment and financial services into a single integrated solution thereby providing consistency of service and support that is greatly valued and appreciated by our client"*

DOUGLAS WATT, SYKES CLIENT SERVICES DIRECTOR