



"Large corporate clients demand scalability and flexibility from their vendors; they want solutions rather than problems and they expect value for money.

SYKES consistently delivers against these expectations and has a positive can-do attitude greatly valued by our clients—that's why our clients stay with us".

Douglas Watt, Client Services Director

Our client is a global leader in the supply of consumer products boasting some of the world's best known brands in their portfolio.

We store and fulfil on their behalf all manner of personal care products, beauty & household products, baby care, fem-care, oral care, electrical appliances and a full array of product literature and promotional / POS items.

The services we provide support a range of activities including sampling campaigns fulfilment associated with consumer complaints, recall programs, special and trial offers etc.

Project Overview

The client wished to promote product sales of a fem-care product by offering free samples to consumers in the UK and Ireland.

The project was entirely web and sms based; SYKES set-up a web-order page for consumers to register their details on-line and created a dedicated contact number for consumers to text in their details.

The offer was limited to one sample per applicant and the database had in-built intelligence to flag-up multiple applications from the same household.

The client assigned 250,000 samples to the exercise and the project was to continue for a period of 4 months or until such time as stocks were exhausted.

Applications were dealt with promptly and all samples were despatched same day and no later than the day following receipt.

Mailsort was used to minimise postal charges.

Benefits of outsourcing to Sykes...

- Reduced costs
- Innovative ideas to improve service
- Process improvements; reduced lead-times and cost efficiencies
- Flexibility - consistently meeting agreed service levels

Services Provided

- Web-Order Page Set-up / Hosting
- Text messaging order processing
- Pack Collation + Assembly
- Pick and Pack
- Delivery Management
- Inventory Management
- Returns Management
- Product Recalls
- On-demand Print Production

Features

- Quality consistency, dependability & reliability
- Tailored solutions
- Scalability / Adaptability
- Cost reduction / Service enhancements
- Quality Assurance: ISO 9001:2008
- Information Security: ISO/IEC27001:2005
- Environmental Systems: ISO14001:2004