



PC World Business Increases Revenue Across All Channels

Challenge

PC World Business wanted to create a truly “connected enterprise” and needed a new solution to deliver that.

Summary

PC World Business (PCWB) is the business-to-business arm of the well-known chain store, and the dedicated IT partner of one in three UK businesses. Exceptional customer service is paramount in this dynamic and competitive industry - which is why PCWB aims not just to satisfy a customer’s initial need for a product, but to support them through the lifecycle of that need and create a long-term, valuable relationship.

PCWB offers the widest range of IT products and services available in the UK. Its customers buy from an extensive catalogue, through call centres, business centres in PC World stores around the country, through pcwb.com, and from a field sales force. Managing customer satisfaction in this truly multi-channel environment is a significant challenge - and PCWB turned to Maginus.

Quick Facts

www.pcwb.co.uk

Industry

IT products and services

Customer Profile

Multi-channel B2B retailer

Maginus Solution

Maginus OMS

Customer Benefits

- Consistent customer service across all sales channels
- Improved customer support and satisfaction
- Efficiency gains leading to increased profitability

A Truly Connected Enterprise

With such a vast product range and operations across multiple sales channels, it was vital for PCWB to find a software solution that could help it establish consistent control over its core sales, CRM and logistics functions. The aim was to create a truly “connected enterprise”, as Shaun Brannigan, Director of Strategic Projects for PC World Business, explains: “Becoming a connected enterprise means automating internal processes by providing a real-time link between front office sales and support, and back office supply chain and logistics activities. And it also means developing a real connection with our customers. A truly customercentric organisation must have visibility and control over all of the information that leads to great customer service - not just customer details, but consistent product, pricing and fulfilment information too.”

Consistent Customer Focus

PCWB uses Maginus OMS to provide that consistent, customer-focused control. Today, Maginus handles sales, CRM, supply chain, warehousing and help desk activities across its multi-channel retail operations. Maginus software provides the single point of control for all product, pricing and customer information, linking the sales and fulfilment activities to help PCWB deliver exceptional customer service. Over 1,000 employees use Maginus - about half at PCWB’s call centres, and half at the PCWB Business Centres within PC World stores across the country.

Whether a customer wants to buy from the PCWB catalogue, from a retail store or through www.pcwb.com, they have access to accurate, up-to-date product information and pricing. Maginus integrates with PC World’s in-store ePoS system for off-the shelf purchases, and supports centrally negotiated prices and purchases on account through any channel for contract customers. PCWB has also integrated Maginus with its existing website. The website is an important channel, now handling 15% of sales by value, and 35% by volume. This will grow toward 40% by volume in the next 3 years.

High Quality Help Desk

Help Desk functionality is an important Maginus differentiator for PCWB. Using Maginus Help Desk software and workflow automation, PCWB created a powerful Query Management System (QMS) that gives its customer service teams the tools they need to ensure customer queries and support requests are handled according to the company’s rigorous quality standards. It’s a vital part of building the long-term customer relationship, because customers always measure service not just on the quality of the original sale, but on how their vendor reacts when products don’t work as they should.

Shaun Brannigan adds “In its first 7 months 100,000 queries were generated within QMS, from simple customer services requests to full technical support enquiries. Reporting from the QMS system allows us to track our service performance. We have a vastly improved understanding of our ongoing relationships with customers and the insight we need to continuously improve the PCWB experience.”

Added-Value Services

Services and financial solutions are another important differentiator for PCWB, and Maginus has enabled the company to integrate a leasing solution for its business customers into its existing sales and CRM environment. It was vital to ensure that the leasing option didn’t add an unacceptable delay to the order taking process. Maginus shows the total price and a leasing cost option automatically during the order entry process, making it easy for customer and sales operator alike to know where they stand.

Maginus automatically exports leasing sales to PCWB’s finance partner, RentSmart, and receives authorisation automatically so that goods can be released for despatch. The resulting invoice is then sent direct to the leasing provider for a seamless, closed-loop process.