

Case Study



PC World Business creates long-term customer value with Maginus

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 business centres in PC World stores around the country, through www.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.

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, Head of Business Processes & Systems for PC World Business, explains:

"Becoming a connected enterprise means automating internal processes and 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 your customers. A truly customer-centric 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 software 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 centre, which handles catalogue sales and support, and half at PCWB 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 PCWB's in-store ePoS system for over-the-counter purchases, and supports centrally-negotiated prices and purchases on account through any channel. PCWB has also integrated Maginus with its existing website, and expects online purchases to grow from around 10% of sales today to more than 20% in the next three years.

At-a-glance:

PC World Business

- b2b retail
- www.pcwb.com

Industry

- IT & communications products & services

Multi-channel

- Catalogue, contact centre, website, store

Maginus solution

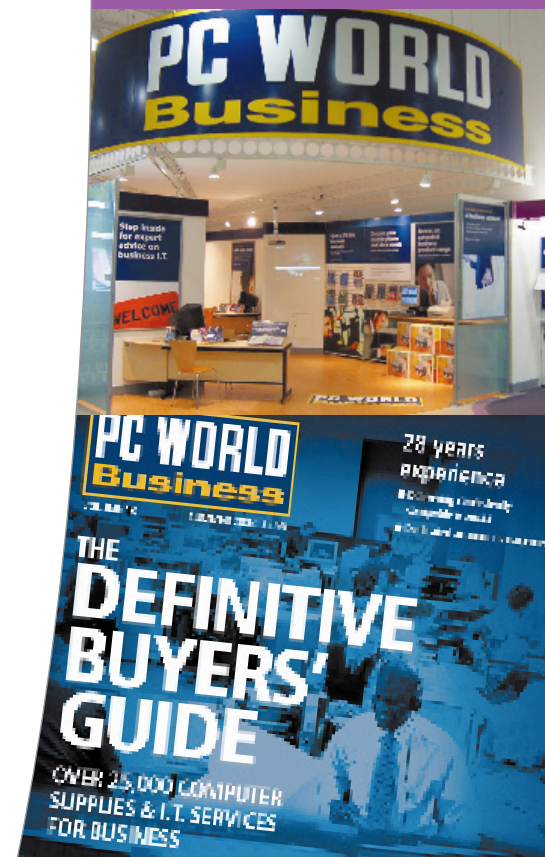
- Sales, CRM, Supply Chain, Warehouse Management, Help Desk, Workflow

Number of users:

- 1,000+

Customer benefits:

- Consistent customer service across all sales channels
- Improved customer support and satisfaction
- Financing services integrated with product sales
- Efficiency gains leading to increased profitability



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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 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.

"I don't know how we managed the technical support department before Maginus," says Shaun Brannigan. "In its first 7 months 100,000 queries were generated within QMS, from simple requests for advice 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 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 services 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.

A platform for the future

"Maginus gives us a real competitive advantage because it works the way that we want to work, and doesn't force us to change processes to match the technology. Maginus' flexibility is also important for the ongoing growth of our

business. We can use Maginus to help integrate new operations and acquisitions into the business because it gives us a consistent basis for product and customer information, and a reliable, high-capacity technology platform," says Shaun Brannigan.

PCWB has achieved double figure growth over recent years in what is at best a flat market, and Maginus has played an important role in that success. Since the Maginus implementation, sales value is up 34%, sales value per head has increased by 12% and operating profit is up by 48%, largely as a result of improved efficiency and process integration within the business.

"We couldn't have supported this growth without Maginus," Shaun Brannigan concludes. "In the future, Maginus will help us increase our active customer base by focusing our marketing activity, and help us improve customer retention still further as we refine the customer experience. And Maginus will also continue helping us control our cost base and improve efficiency. Quite simply, Maginus helps us achieve our ambitious growth plans."



Floats Road, Manchester M23 9PL

Tel: +(44)161 946 0000

Email: info@maginus.com

www.maginus.com