



## FONTERRA: MANAGING HIGH VOLUME ORDER PROCESSING AND IMPROVING CUSTOMER SERVICE WITH SERENOVA™

Fonterra Brands New Zealand receives 3,500 phone and fax orders every day from supermarkets, shops and other food outlets for its well-known range of consumer dairy products. These often complex orders are always fulfilled the following day. By moving from a paper-based fax system to using Serenova™ contact management system to manage incoming orders, Fonterra has reduced excess paper waste and redeployed its contact center staff.

Jessica Seamark, Fonterra Brands' National Customer Services Manager says her working life used to be a night-mare. Part of her responsibility is to manage the company's centralized order-taking facility, at its Penrose headquarters, and then relay this information to the depots in Takanini, Palmerston North and Christchurch.

Each day her staff handles 3,500 incoming phone calls and faxes, from supermarkets and other outlets ordering her company's consumer dairy products. She says her 30 contact center agents worked long shifts under huge time pressure, but all too often these orders, printed on paper, would go missing.

"We used two physical fax machines in our office, which we share with other company divisions. Because the system was paper-based, we couldn't always tell if orders had or hadn't arrived. But there was a worse problem,

if there was a query over an order – say a customer received goods which they said they didn't order – we couldn't really investigate their claim because we simply couldn't find the original order to confirm matters. Most of the time that meant we had to wear the cost," she says.

Today, Fonterra Brands uses Serenova™ to manage faxes in the company's contact center. Seamark says each incoming fax is now immediately converted to PDF format and archived.

"We have thousands of orders – about a year's worth in total is stored on the system at any time. The database is completely searchable – which is something we simply didn't have before. When a customer queries a delivery we can key in the name of the store and quickly retrieve the original purchase order document," she says.

### CHALLENGES

- » *Agents receive 3,500 incoming phone calls and faxes every day*
- » *Keying-in more than 140,000 separate lines into the main ordering system*
- » *Orders, printed on paper, would often go missing*

### SERENOVA™ SOLUTION:

*Fonterra implemented LiveOps Chat & Email™, featuring high-volume fax capabilities..*

*Now incoming faxes are immediately converted to PDF format and archived.*



## BUSINESS BENEFITS

LiveOps Chat & Email has provided several benefits to Fonterra Brands' Customer Service operation:

- » Streamlined information management. Serenova™ converts all incoming orders to PDF format, allowing them to be easily searched
- » Improved customer service. Orders are no longer lost in the system as operators can now quickly store and retrieve original documents when a customer queries an order
- » Contact center efficiency. Faster order processing, reduced cost and improved productivity has allowed Fonterra to redeploy contact center staff in other areas of the business

Seamark says orders no longer get lost in the system, although there is the occasional operator error. She says this is hardly surprising given the scale of Fonterra's distribution operation. In a typical week, her staff would manually enter more than 140,000 separate lines into the main ordering system at Fonterra Brand's New Zealand headquarters in Penrose.

Each line represents an individual product order from one of the hundreds of supermarkets, grocery stores, and other shops and food business located throughout the country. Just to complicate matters, some supermarket departments submit separate orders – as many as five orders per store.

"Many orders are so large and complicated; we can't view them on a single screen without scrolling down."

Apart from eliminating lost orders, Fonterra Brands has seen other benefits. The company has reduced its contact center to just 19 seats – four dealing with consumer relations and 15 dealing with orders. It's also driving more business.

Her staff can then follow up with those who haven't ordered by phone. Seamark says another benefit is that there are no longer hold-ups in the warehouse as the deadline approaches and paper-work gets lost or mislaid.

## ABOUT FONTERRA BRANDS

Fonterra Brands is a subsidiary of the Fonterra Cooperative Group Limited, the world's fifth-largest dairy company and the largest dairy exporter – 95 percent of its New Zealand production is exported. The Fonterra Group is New Zealand's largest company by turnover with annual turnover of approximately US\$10 billion.

Fonterra Brands sells consumer-oriented dairy products, including those under the well-known Anchor, Fernleaf, Tip Top and Mainland labels. It operates a number of wholly-owned subsidiaries as well as jointventure companies in markets around the world.

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“ **LiveOps Chat & Email has helped us eliminate lost orders and allowed us to cut costs. We have reduced our number of contact center seats from 30 to just 19.**”

— Jessica Seamark  
Fonterra Brands' National Customer Services Manager

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