

Fujifilm introduces enhanced customer rebate experience with faster turnaround times and improved customer service levels

Goals:

- Streamline the entire rebate process
- Enhance customer satisfaction
- Grow product brand
- Reduce cost per rebate
- Provide call center personnel with real-time information on rebate status
- Provide an on-line administrative tool to allow administrators to monitor promotion activity levels such as total rebates received and redemption percentages

Results:

- Customers can check the status of their rebate at any time
- Customers receive automated emails when their rebate is received and their rebate check has been sent
- Call center personnel have access to real-time rebate status so they can respond to customer inquiries with up-to-date information
- Administrators have on-line access to a robust reporting module which allows them to:
 - track responses by promotion
 - review customer activity levels
 - check redemption percentages
 - monitor email status

Sheeran also implemented streamlined batch file imports from major retailers like BestBuy to further streamline the rebate cycle and reduce cost per rebate.

Fujifilm:

Fujifilm is a leading photo imaging company committed to preserving memories and communicating the emotions of human relationships.

Challenge:

Fujifilm was looking for a vendor to help them streamline and enhance the entire consumer rebate experience while reducing costs at the same time. With their existing process, customers were becoming increasingly frustrated with delays in the processing of their rebates and calls into the call center were escalating which was driving the cost per rebate very high. To add to the frustration, the call center personnel had no access to current rebate information so they could not answer customer inquiries on rebate status. Fujifilm administrators were frustrated with inaccurate and outdated information which made it impossible to properly evaluate the success of their promotions.

Solution:

Fujifilm selected Sheeran Direct, their preferred fulfillment partner, to help them meet this challenge.

To accomplish our goal, Sheeran created rebate processing system that could be fully integrated with Fujifilm's existing rebate site. This allowed for a streamlined data feed directly into our rebate system which eliminated the need to manually data enter rebate information. Once the rebate request is received, the customer is automatically sent an email advising them their rebate information has been received and is being processed.

We also created a robust permissions-based web administrative tool that allows Fujifilm Call Center Representatives to look-up current rebate status so they can answer their customers' inquiries immediately. Fujifilm Administrators have access to a wide variety of reports which can be viewed on-line or downloaded to their desktops for more thorough return on investment analysis. In addition to the reporting package, administrators can check customer activity levels, monitor redemption percentages by promotion, and even monitor which customers have opened their emails.

The result is a more streamlined process, happier customers and a very satisfied client.