A direct sales company grows sales by better controlling logistics operations and improving the quality of service to sales associates and customers..

Luis Alejandro Múnera Santos, Director of External Logistics
MARKETING PERSONAL, Republic of Colombia

"The transport process at Marketing Personal is characterized by a wide network of independent carriers with different kinds of structures and levels of development as providers. We need good information and control systems to administer this diversity."

Location:	Colombia and Panama
Industry sector:	Retail/Wholesale
Deployment:	On-Premises
Department:	Finance / Customer Service
Integration:	Splunk, ABBYY FlexiCapture

Growing multinational company improves service to independent sales reps and customers.

Marketing Personal SA is a Latin American multinational company that offers direct catalog sales for clothing, footwear, cosmetics, and housewares. Their catalogs are distributed to more than 100,000 Image Advisors who sell Marketing Personal's products.

Tracking orders to ensure delivery

Orders are shipped to destinations throughout Colombia via a network of carriers who are responsible for transport and door-to-door delivery. The operations team administers new orders, manages issues relating to package deliveries and responds to inquiries and claims made by advisors. Tracking was very complex, and the shipping costs invoiced to Marketing Personal by the delivery carriers did not reflect effective monitoring of deliveries and inquiries to customers.

Marketing Personal's Customer Service Department did not have clear and timely information about the various phases of delivery, so they could not give real-time responses to inquiries. They had to rely on projected delivery information and paper documents from the operations team.

All documents generated during the transport operation are stored for several years as proof of delivery for payments and as legal back up documents. There are risks associated with manually processing transport documents - they can get lost or damaged making them ineffective as points of reference.

Integration with DocuWare provides real-time information

Now each transport document is generated by the Summan DataVar print service and contains a survey for recipients to complete upon delivery. This transport document is physically printed and sent with the orders and rewards. A digital version of the documents is safely stored in DocuWare for consultation and checking.

Once orders have been delivered and transport surveys completed by customers, they are scanned by the carriers and the images are sent to Marketing Personal. ABBYY FlexiCapture, reads each document delivering the data captured from the survey to the operational intelligence software, Splunk, and stores the documents in a predefined directory on the server. DocuWare monitors the directory and automatically sends any files to the corresponding file cabinet, cross-

"The growth in the level of sales and orders has generated the need for powerful, versatile, and efficient tools to manage the logistics cycle."

"The assets we have developed over a number of years are now being strengthened with the use of integrated solutions."
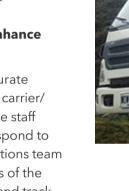
checking the data in the document against the transport documents already in the system. Splunk creates a graphic representation and the images are stored in DocuWare, allowing new or pending orders to be checked for delivery status.

Improvements in quality of service enhance sales' ability to bring in new orders

The integrated solution generates accurate measurements of delivery times by each carrier/ region of the country, so customer service staff have real-time information when they respond to customer or internal requests. The operations team has better control over the various stages of the order and can better monitor deliveries and track new orders.

Marketing Personal improved the quality of service for its sales team and customers with timely information about the orders delivered and monitoring of new orders. The solution also allows the workflow of each of the different carriers to be planned, depending on the services provided. It improves the output and efficiency of the various functions of Marketing Personal, generating benefits and optimizing resources.

"The next step is to continue developing this transport network and improving the service efficiency and satisfaction of our end users."

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