



"Ark-H were able to design a tailored programme that met our complicated needs. The team at Ark are really enthusiastic and open to any ideas & suggestions and we have therefore forged a great working relationship."

Loyalty Manager
Retail Marketing, Total UK Ltd

Taking 'tops' into the 21st century

Background

The Total UK 'tops' loyalty card programme has been in existence since 1991 and has experienced various 'incarnations' during that time. One of the most radical was the introduction of the new Internet card in November 2003.

By early 2005 Total were experiencing problems migrating 'tops' loyalty card to a more modern web-based platform and urgently needed someone to take on this large, complex project within a very short time frame.

Ark-H, already an existing supplier to Total UK providing kitting support for various promotions, was ready to take on this challenge.

The Brief

Total required a 'clone' of their existing system, suitably modernised, to provide a quick, seamless solution. With an immovable three month lead-time Ark-H was tasked to:

- design and build a system to include customer facing web-pages
- set-up a 14 seat customer contact centre
- develop a suite of specialised reporting to include detailed usage profiling
- establish and operate a fulfilment service, logging and monitoring high value redemptions under tightly audited and totally accountable conditions and fulfilling up to 3,000 customer orders per day.

Total also decided to move all warehousing and fulfilment of PoS, kitting, mailings and fulfilment to Ark-H.

The Activity

Work began April 1st 2005. Planned 'go-live' for the customer elements was July 1st. Fulfilment was scheduled to commence the second week of July. Stock uplift and re-location for PoS transfer was programmed to commence within three weeks of the loyalty scheme go-live, with order fulfilment planned to commence from September 1st.

A detailed action plan managed the variable and contingent elements, and mind-mapping techniques for the data and web-development. Specific databases were developed and tested for the various separate (but linked) elements of the project.

A dedicated storage area was set-up for PoS stock with a specially built pick-face to incorporate campaign and generic materials. A secure picking facility and fulfilment procedures developed within HeLix (our web-enabled order processing system) allowed for the capture and reporting of sensitive information and voucher serial numbers.

The existing customer services area was extended to accommodate dedicated 'tops' contact centre staff. Script and FAQs were written and approved; reporting logs and escalation processes were designed and implemented; additional contact centre staff recruited and trained. The Account Management team made a series of site visits to gather information on specific requirements for service enhancement.

The Results

All deadlines were met with no external service disruption. Information was transferred and operational by the 'go-live' dates. PoS stock was moved and improvements made to storage requirements.

Today, 18 months later, services are being provided smoothly with an overall cost saving to the client in excess of 15% on previous levels.

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