



Campbell's soup up customer care service with web based CRS

New web enabled Consumer Response System gives Campbell's scope to increase brand portfolio.

To better manage the growing number of customer enquiries across its leading brands, food production giant Campbell's have selected the web based Consumer Response System (CRS) from software experts Qube Global Software.

"We needed a care package, not a complaints system", said Campbell's Quality Assurance Development Manager, Andrew Sheard. " It needed to be easy to use and flexible so we could add new information very quickly. Standard customer responses are no longer acceptable and CRS will allow us to personalise individual replies."

"It also removes the emphasis from a paper based system and reduces the need for operative product knowledge whilst at the same time letting the customer know they are dealing with an individual and not a faceless, de-personalised conglomerate."

CRS will keep track of all responses, sending reminders if something is overlooked. It also gives direct contact with factories and distribution outlets and will automatically flag up notification of any multiple problems.

Any number of users can be trained and added to the team in order to handle responses. Because the information is stored on the Internet, it can be easily accessed and updated by any one of the users. Campbell's will initially have a team of six users handling all existing brands but will eventually incorporate new additions such as Bachelors and Oxo.