



## Clarks International

***Clarks International, the shoe giant, launched their first Loyalty Scheme in May 1996, and chose the Consumer Response System (CRS) from Qube Global Software to help them manage it. They were originally looking for two systems, one to replace the old in-house customer services system, which proved very slow and cumbersome, the other to manage the new loyalty schemes.***

Following a search of the market it became clear that there were no off-the-shelf solutions that could handle their new schemes. After shortlisting two systems for the Customer Services department, they decided that this supplier should also provide an additional module to handle direct marketing and loyalty programmes.

Qube Global Software was one of the companies shortlisted and after an initial consultation, was selected to provide a plan for an integrated system to be used throughout Clarks. Ted Hart, the Direct Marketing Manager, said "It turned out to be a better system than two separate ones would have been, for less money".

Since CRS went live both Customer Services and Marketing side are using the system extensively. Kit Coles, the Customer Care Manager, stated that her team are now handling over 1600 contacts per week from people calling or writing either in response to their adverts, to complain or simply to ask where their nearest stockist is. As Clarks are now able to record a history of all their customer contacts, they provide a very personalised and high quality service. CRS will also seek out habitual complainers!!

The response to the Toddler Team, the first of the Loyalty schemes, was better than expected resulting in more than 15,000 sales in the first month. The parents of new born children are mailed when the child is approximately 10 ½ months old and invited into their nearest Clarks stockist.

In the shop customers are enrolled into the Team and are given a souvenir photo of their child being fitted for their very first pair. In addition the customer will be given a Fitting Record Card containing a unique membership number. This is then used to record each transition via a direct link from their EPOS system to CRS.

In addition to the Toddler Team Clarks have a database of more than ½ million people, which they expect will double in the next few months.

They can run sensible, targeted direct mail campaigns from the history of information they are building up by specifying select criteria, eliminating “junk mail”. “We needed a hassle free system so we could target our communication. This is the first time we have had a tool that enabled us to do the things we wanted”, said Ted. The shoe business is unique in the number of product lines held, Clarks have over 20,000, and Qube Global Software and CRS gives them security of investment as the system will expand along with the company. “The support and service from Qube Global Software has been outstanding”, commented Ted.