



## Ahead of the Game

***In the highly competitive world of games and toys, Hasbro stands out as a worldwide leader. Hasbro designs, manufactures and markets games and toys ranging from the traditional to the high-tech and increasingly develops content into additional forms of leisure time play and entertainment.***

Its comprehensive portfolio includes global brands such as Furby, Monopoly, Play-Skool, Action Man and Trivial Pursuit, to name just a few, and over recent years the business has moved into areas such as interactive online games, trading cards and 'smart' toys and games.

Due to its leadership position, Hasbro faces constant pressure from its competition looking to claim the number one slot for themselves. As a result the business is continually looking to innovate, improve its service to customers and retain their loyalty.

As part of this continual improvement process Hasbro's European division decided to upgrade its customer support system in order to win the loyalty and enthusiasm of customers of all ages.

Due to the potential wide-ranging scope of the project, Hasbro approached Qube Global Software - who are experts in the field of customer relationship. As a result, Hasbro began to move away from simply implementing a customer service software package, to seeing the advantages of a more proactive customer relationship solution, tied in with a fully interactive website which would also act as a marketing tool.

Based around their website, and the Qube Global Software CRS (Consumer Response System) software, Hasbro implemented a system which allows them to create a proactive dialogue with the consumer. The new website has been carefully designed to be an online-shop, support service and games area all-in-one, with regular competitions and news on new and old games to tempt customers. By linking the website with CRS, Hasbro ensures that customers receive a fast and efficient response to their requests or complaints.

Hasbro and Qube Global Software adapted the CRS software to provide a tailored solution which could pick up email requests from the website, compile reports from details submitted by email and provide interactive warehouse and packaging communications. This means that even the smallest tasks such as replacing the top hat from the Monopoly board

game can be done quickly and efficiently directly from the warehouse. CRS now handles much of Hasbro's customer care requirements straight from the interactive website.

"Thanks to our relationship with Qube Global Software and their CRS package, we now have an excellent tool which works successfully for us and our customers," said Jason Crook, Customer Manager at Hasbro, "Qube Global Software were the ideal partner, they had exactly the right consultative approach to ensure that the finished product really was a bespoke solution which met our requirements in terms of customer involvement and marketing."

Hasbro have been using CRS over two years and have found that the proactive approach perfectly compliments their business. "Hasbro have always been unique in their approach to customer care," says Phil Scott-Jones, Business Manager for CRS at Qube Global Software.

"With CRS they can ensure that their fulfilment and replacement processes are fast and efficient and that all customers information is correctly stored and easily accessed on one system for future use or internal reporting. The benefits of CRS are extensive and we will continue to adapt and develop the software as Hasbro's needs develop."

With CRS Hasbro now has a communications and customer services solution which supports the business in its continuing quest to stay ahead of the game (and the competition)!