



CRS- the backbone to Nutricia Customer Care

Nutricia employ CRS to aid direct mail campaigns, support new CRM initiatives and provide nutritional information.

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As the market leader in infant nutrition and nutritional healthcare, Nutricia is dedicated to the development, production and sales of specialised nutritional products for infants, the chronically ill and elderly people. The company is part of Royal Numico, which operates in over 100 countries and employs more than 28,500 people worldwide through brands like Nutricia, Cow & Gate and Enrich.

Nutricia's aim is to supply products to help people lead healthy and rewarding lives, so providing excellent customer service and advice is key. This is achieved through the use of FWCS' CRS (Consumer Response System), which not only deals with customer complaints but provides information to consumers and supports various CRM programmes.

Although originally purchased as a complaints system, Nutricia realised they needed to switch to a customer management system in order to cope with additional requirements and, in particular, support a new CRM initiative. The upgrade to CRS 9.2 enabled the company to manage customer enquiries quickly and easily through all types of contact – by internet, email, telephone and letter. As a result, CRS supports users all over the UK and Ireland as well as a remote call centre via the Internet.

CRS is currently used throughout the business: in the Consumer Assurance department to help deal with customer product complaints; in the Nutrition department to help dieticians provide extra information to support both Consumer Affairs and the Carelines; as well as supporting the Clinical and Baby Carelines. Janet Clayton, Head of Business Systems, explains "Nutricia has derived great benefit from CRS. It has saved Consumer Affairs so much time that we have been able to take on extra tasks and produce better analyses of complaints received. The system was so successful that other parts of the business began to use it."

As an integral part of a recent CRM programme, CRS provided Nutricia with the necessary tools and functionality to run a successful campaign management strategy. The "Backbone Promotion" was designed to replace previous direct mail campaigns and targets expectant and new mothers, providing them with relevant information, at each stage, about pregnancy, giving birth and looking after babies. All contact information is entered into the CRS database by the Nutricia call centre, careline and Internet and these files are then exported to the mailing house at pre-defined times for promotional and marketing purposes.

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