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Whirlpool - Caring for the customer

A Case Study

February 2008

Introduction

Whirlpool India, a subsidiary of Whirlpool Corporation, the world's leading manufacturer and marketer of major home appliances, with annual sales of over \$11 billion, 68,000 employees with 50 manufacturing and technology research centres around the globe.

Sales Report

Sales Report – Business Need

Region wise sales report has to be sent to each of the respective regional heads. This report contains the sales data of a day before. Until now, this data was sent to the regional heads in two ways (a) through an email and (b) the concerned regional head had to login into the company's intranet to check the sales status.

Sales Report - Issues

However, for both the modes, the subject needed a physical proximity around a wired system, to have Internet access. There was now way to send the information if the subject was on the move

Customer Intimation

Customer Intimation – Business Need

Cheques are one of the several modes of payments that Whirlpool acknowledges. The customers draw these cheques against the purchase of whirlpool appliances. However, cheque dishonour is a routine occurrence faced by Whirlpool. Whenever the bank dishonours a cheque, an alert is generated by the back-end SAP system implemented by whirlpool. This information is then forwarded to the concerned dealer, to be conveyed to the customer through a conventional mail.

ValueFirst Messaging Pvt. Ltd.

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Customer Intimation

Customer Intimation – Issues

Despite being an expensive mode of communication, snail mail did not provide a robust and reliable communication solution. One of the biggest bottlenecks of sending letters was that once sent, the message did not carry any acknowledgement. There was no way the system could know that the message has reached the intended dealer.

Solution

After carefully analyzing the process model employed by Whirlpool, ValueFirst offered an innovative solution, called Velocity. ValueFirst Velocity is a Professional SMS suite for Windows designed to SMS enables any business process. It provides the ability to deliver SMS on request with powerful multifunction SMS management ability. Velocity provides a highly reliable and scalable messaging platform to the enterprise segment.

Once integrated with Whirlpool's back-end servers, the messages generated in the event of a cheque bounce or sales reports, are delivered directly on the recipient's mobile phone. The system, in turn, instantaneously gets to know whether the message has reached the recipient or not. This whole process gave Whirlpool a clear-cut advantage of using a robust and cost effective messaging framework.

Benefits

- Highly cost effective as no extra hardware/network dependence is needed.
- Highly reliable as instant delivery reports are available providing the status of message.
- Wider coverage area as SMS messages can be sent to any GSM/CDMA mobile in the world as opposed to limited coverage of paging network.
- Number of cheque bouncing has dropped significantly
- Remove the need of an employee to call up the defaulters everyday

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ValueFirst's Killer Application

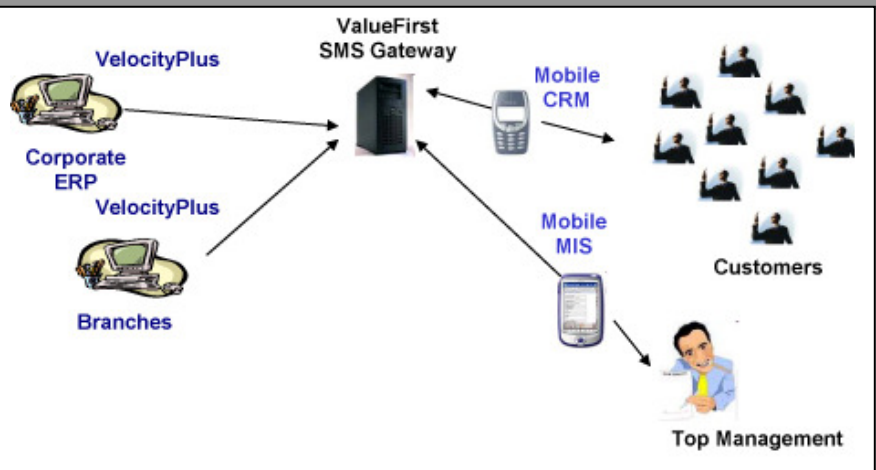
- **Express** – Auto dealers in remote locations can be relayed critical information over GSM/CDMA network which would be displayed on the LED display in the remote centre
- **Barcode Manager** – Bar-coded vouchers issued by Auto companies to the premium customers depending on the extent of relationship with the company

ValueFirst USP

- 24 X 7 supports.
- Least time to market – deployment typically is done in one day
- Scalable solution in terms of architecture
- Highly configurable products - processes can be configured on-the-fly
- Redundancy of servers with load balancing, failover mechanism and least cost routing
- Carrier-Class enterprise mobile messaging including delivery reports and queuing in case of server breakdown
- Redundancy of operators by virtue of being connected to multiple mobile network through operators and aggregators globally

The below diagram describes the pictorial representation of schematic architecture of the services deployed by ValueFirst.

ValueFirst Mobile Data Service Architecture



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