



DOW SAVES \$1 MILLION WITH BEST-IN-CLASS CONTACT CENTER MANAGEMENT

DOW CHEMICAL COMPANY

/// CASE STUDY



For more than 10 years, Dow has relied on EDS for the innovation, management and support needed to run a complex, call and contact center. The relationship between Dow and EDS has been an unqualified success, producing efficiencies and cost savings for Dow far exceeding expectations.

CLIENT PROFILE

www.dow.com

Dow is a leader in science and technology, providing innovative chemical, plastic and agricultural products and services to many essential consumer markets.

Industry: Energy

Founded: 1897

Headquarters: Midland, Michigan

Annual Revenue:

more than \$49 billion

Business Needs Addressed:

Growth

Productivity

There's nothing better than when a plan comes together - except when the plan's objectives are not only met, but overwhelmingly surpassed.

Building and Construction
National Account Manager
Dow Chemical Company

Dow wanted to increase profitability by using customer data information

Dow serves customers in more than 175 countries and in a wide range of markets that are vital to human progress: food, transportation, health and medicine, personal and home care, and building and construction, among others. Dow and its 43,000 employees seek to balance economic, environmental and social responsibilities.

Unquestioningly, Dow's vast product mix and customer base demand contact center management that is world class. So, in the early 1990s, Dow went looking for a provider who could deliver best-in-class contact center management principles and technologies for the lowest cost of ownership. EDS' proposal: to manage Dow's North American Customer Information Group (CIG) operations and develop an application to capture information on customer interactions so that Dow could leverage this data to build business. The decision to outsource the CIG to EDS turned out to be the first of many winning propositions for both Dow and EDS for contact center management in the years to come.

EDS helped Dow save \$1 million and boost productivity 10 percent

EDS' initial mission was to provide application development and inquiry management services. After Dow began realizing tangible benefits such as increased service levels, increased customer satisfaction and reduced costs, the company soon realized EDS was able to leverage existing operations, work processes and technology to not only expand services, but continue to lower Dow's overall cost of delivery.

For instance, we collaborated with Dow to provide U.S. switchboard services, saving Dow more than US\$1 million annually. We also implemented administrative support services for Dow's North American field sellers, increasing productivity by an estimated 10 percent.

ENHANCED CAPABILITY, SERVICES INCREASE DOW REVENUE

EDS' contact center management capabilities for Dow include:

- Global Customer Inquiry Management (product support)
- Administrative Services for Dow Field Sellers in North America
- Internal Help Desk for Customer-Related Tools and Processes
- Switchboard Services
- Human Resources Retiree Service Center in the U.S.
- Inside Sales Management in the U.S.
- Customer Data Entry Services
- Customer Data Quality Services

In addition, we leverage EDS' technical infrastructure to support new contact center features, including an Automatic Call Distributor, Interactive Voice Response Unit, Speech Recognition Technology and E-mail Management.

Services featured

- Contact Center Outsourcing Services

In addition, Dow looked to EDS to provide contact center services supporting its retirees. We responded by creating and delivering the Dow Retiree Service Center for North America. Now, retired employees have a single point of contact to get fast, accurate answers to all their retirement questions.

By the late 1990s, customer contacts managed by EDS had tripled. But EDS was able to ramp up our contact center infrastructure to handle the increased workload effectively.

Next, Dow and EDS collaborated to expand the CIG services first to Europe, and then to the Pacific region. We help ensure customers across the globe receive consistent service and accurate information, regardless of geography. This global model also enables follow-the-sun contact center management, increasing customer service hours beyond those typically available.

Buoyed by these successes, early in 2000, Dow turned to EDS to lower the cost of selling to customers while improving productivity and efficiency. We proposed an inside sales team to augment the existing sales force for one of Dow's business units, then moved swiftly to implement this team with the Dow business manager. The result: the EDS-managed inside sales team doubled its revenue targets within the first six months of operation. Later, in 2003, when it was time to provide a help desk for employees in need of assistance with customer relationship management-related technology tools and processes, the Dow/EDS team quickly implemented help desk services, which have evolved to include support for additional tools and processes.

Customer satisfaction results in long-term partnership

In the long run, however, actions are always the best indicators of the confidence one company has in another. In the contact center arena, those actions are clear. Dow had elected to renew its relationship with EDS in that space over the span of 10+ years. Dow continues to rate our customer service delivery as meeting or exceeding expectations, and Dow continues to serve as a reference for EDS.

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