



NEW CONTACT CENTER IMPROVES SERVICE, BOOSTS EFFICIENCIES AND REDUCES COSTS FRANKLINCOVEY

/// CASE STUDY



“Seek first to understand.” This is one of FranklinCovey’s tenets for living and working effectively. It also describes the approach used by EDS, an HP company. After examining FranklinCovey’s business processes in detail, EDS helped the company find new ways to cut costs, increase efficiency and move into new markets.

CLIENT PROFILE

www.franklincovey.com

FranklinCovey is the global leader in effectiveness training, productivity tools, and assessment services for organizations, teams, and individuals.

Founded: 1997

Industry:
Consumer Industries & Retail

Headquarters: West Valley City, UT

Revenue: \$282.6 million

Business Needs Addressed:

Growth
Productivity

FranklinCovey’s customer service could not support its growing product line

FranklinCovey is widely regarded as the global leader in productivity tools and effectiveness training - from its Franklin Planner personal organizer to training classes based on its 7 Habits of Highly Effective People. Even so, when it came to enhancing the productivity of its technology systems, the company needed to look outside its organization - to EDS.

Ironically, it was the company’s success in marketing its productivity solutions that led to many of its inefficiencies. Building upon the company’s original focus on time management training seminars, FranklinCovey developed a burgeoning product line, including organizers and books, that required an extensive warehousing and distribution center, as well as a contact center for ordering and customer service. The company outgrew its technology infrastructure, and its overall technology needs were still growing. Outsourcing with EDS has enabled FranklinCovey to take advantage of EDS’ business process outsourcing and leverage global economies of scale.

Outsourced call center improved target marketing and customer satisfaction

Originally, the FranklinCovey contract called for EDS to handle the company’s technology environment. EDS transitioned approximately 60 FranklinCovey employees into its organization and began the difficult work of implementing companywide IT changes.

For two years preceding the decision to outsource, the contact center had consistently failed to meet targets for speed-to-answer, abandon rate and call quality. Working with EDS, the company was able to leverage EDS’ best-in-class CRM technologies to speed answer times, decrease call abandonment rates and improve service. Freed from the technology and staffing limitations of the in-house operations, agents have been able to focus on marketing and customer satisfaction, while providing a more consistent customer interface across every channel.

Services featured

- Applications Management Services
- Contact Center Outsourcing Services
- Consumer Direct Services
- Managed Mainframe Services
- Server Management Services
- Service Desk Services
- Network Management Services

"We expect to save more than \$50 million by EDS maintaining our information services, warehousing and customer interaction centers. We also freed up \$15 million in assets and reduced our capital requirements for investing in those areas."

Robert A. Whitman
Chairman and CEO
FranklinCovey

FranklinCovey was impressed enough by the IT improvements that, within three months of the transition, the company decided to outsource its call center and fulfillment and distribution functions as well. This involved transitioning another 400 employees to EDS. EDS assumed responsibility of the company's warehouse, freeing up significant capital for FranklinCovey.

FranklinCovey saved \$2.5 million while items per order grew by 36 percent

Today, the EDS contact center handles more than 700,000 phone calls, nearly 90,000 online requests and more than 125,000 e-mail inquiries for FranklinCovey each year. With a customer support staff focused on seizing cross-sell and up-sell opportunities, the average number of items in each order has increased by 36 percent in the last two years.

During that same period, EDS also helped reduce FranklinCovey's IT costs by more than \$2.5 million. That's approximately 70 percent of what it would have cost to provide the same services through an in-house staff. Meanwhile, the company freed up \$15 million by transferring ownership of its distribution facilities to EDS and reduced costs by about \$5 million.

There have also been marked improvements in FranklinCovey's distribution system. Even as sales have increased, inventory tracking has improved. In fact, during its last annual inventory, the FranklinCovey Distribution Center reached an accuracy rating of 99.9 percent, the highest ever.

EDS, an HP company
5400 Legacy Drive
Plano, Texas 75024

phone: 1 800 566 9337
visit: eds.com
e-mail: info@eds.com

