Retail Workshop:
Help the Customer Find What They Need When They Need It

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Astral Brands
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Overview

• An innovator in the creation and management of consumer lifestyle brands focusing on the following sectors:
  - Health and Beauty
  - Gourmet Foods
  - Home Décor and Special Interest
• Business Model: Multi-Channel Retailer
• Core Competencies
  - Brand creation and management
  - Product sourcing and development
  - Distribution through multiple retail channels
• Established in 1978
• Headquartered in Atlanta, GA
  - Offices in Baltimore, MD, Ozark, MO, and Toronto, CN
• Approximately 400 employees
Business Issues and Challenges

• Order Capture Process
  - Legacy IVR system provided orders via a manual batch process
  - No real-time, automated order capture capability

• Integration
  - Acquisition resulted in support of two order entry systems
  - Needed a scalable, automated solution that could integrate into both

• Promotions Management
  - Limited capabilities within IVR system
  - Needed a quick and easy way to manage cross-sells and up-sells

• Focus
  - Keep employees concentrated on core competencies
  - Reduce call center overhead and improve order efficiency
Solution – Apptera’s Next-Generation Voice Solutions

• Self-Service Applications (Order Capture & Order Status)
  – Significant improvement over legacy IVR system
• Automated Campaign Management capabilities
  – Flexible, expedited way to manage promotions, up-sells, and cross-sells
• Rapid and cost-effective implementation – within 60 days
  – Hosted model that reduced complexity and cost
• Seamless integration into both order entry systems
• Reports with detailed business intelligence
• “Success-based” financial model
  – Charges based upon automated, completed orders
Order Capture Call Flow
With Promotional Up-Sell

Name: Anderson

Total = $59.90
S&H = $8.95

Credit card: 0-2891

Christie’s Enzyme Peel

$39.95 $19.90

SHIPPING
√ Overnight
√ 2 day

Total = $92.75

Confirm # D218-146
Immediate Impact – First 10 Days of Implementation

**Automation Rate**
*Order Status Calls*

- 60%
- 65%
- 70%
- 75%
- 80%
- 85%
- 90%

**Key Points:**

- 5,000 calls over 10 days
- Tuning improved automation rates by:
  - Establishing caller intent earlier
  - Defining time-frame for available data
- Continuing steps to improve automation rate:
  - Use Caller ID to personalize order-status process
  - Tune grammar based on live call analysis
  - Offer cross-sell promotions within entire Astral Family of Brands
Additional Key Metrics

- **Cost Per Order**
  - Impact: 78% Decrease

- **Live Agent Time**
  - Impact: 35% Decrease

- **Revenue Per Order**
  - Impact: 7% Increase

- Initial figures which will continue to improve with time
Critical Questions

• Does the Solution Address Primary Business Objectives?
  – *Apptera’s solutions directly aligned with client voice channel requirements*

• What are the Implementation and Ongoing Maintenance Parameters?
  – *Their technology is flexible, quick to deploy, and easy to manage*

• Does the Solution Provider Understand Your Business?
  – *They are creative and possess the right blend of technical and business acumen*

• Does the Right “Personal” Fit Exist?
  – *Astral Brands and Apptera created a winning partnership from the outset*
Empowering Your customers and employees with speech technologies

SpeechTEKI 2006

EmPower

The Voice Solutions Showcase

Thank You