



Making it happen....

When a full customer service solution is needed....



The Client: Texaco

The Brief

We were delighted to be approached by Texaco in February 2003 to manage all customer service aspects of their loyalty programme, WE.O.U. The programme had been devised to replace Texaco's former Global Club programme. Its key objective was to deliver a simple and straightforward scheme which would enable Texaco to recognise and reward customers for their loyalty. With a growing membership base of more than 600K members our task was to provide a complete solution which would deliver efficient and cost-effective programme administration whilst providing a positive customer experience for WE.O.U members.

What We Did

We have created a professional, knowledgeable and flexible customer services resource for the Texaco WE.O.U programme.

- At the heart of our customer services for WE.O.U. is our dedicated team of call centre agents. They handle around 13K inbound telephone calls for Texaco each month and have been fully trained in all aspects of the programme, how to promote its benefits and professional handling of complex customer queries and complaints.
- We have built a dedicated admin team who work alongside our call centre team and are responsible for processing thousands of emails and general mail correspondence we receive from WE.O.U members every month.
- The growth of the WE.O.U programme has brought increasing demands on the Texaco database. Our IT team has been proactive in developing data solutions which help to maintain consistently high quality customer service, for example the development of a tailor-made, data-driven rewards allocation system, enabling smooth and efficient administration. Data quality is maintained by rigorous checking and cleansing of all WE.O.U applications and registrations before they are loaded into the Texaco database. These are processed by our experienced datacapture team on a daily basis
- Our mailing house processes inbound and outbound communications on an ongoing basis for WE.O.U Welcome Packs, WE.O.U redemptions and ad-hoc promotional campaigns are just some of the items we handle. Along with our automated folding and enclosing facilities we have a magnetic card mailing facility which can accurately match pre-personalised cards to personalised letters, automatically affixing, folding and enclosing ready for mailing.

"Dawleys' high calibre team of staff delivers both a very personal touch and efficient service to our customers. Texaco's loyalty scheme, WE.O.U. continues to flourish and Dawleys have played an integral part in the development over the last twelve months."

Nick White,
Loyalty Manager, Texaco

The Results

We continuously monitor the work that we do for Texaco to ensure we provide a premium, hassle free and competitively priced service. Since taking over the WE.O.U programme we have seen:-

- The number of active WE.O.U members increase by 10.4%
- Speed of call handling improve by 38%
- Extremely positive member feedback on customer service standards.

Charlotte Wilson, Account Manager at Dawleys said:

"We are delighted to have full responsibility for running Texaco's WE.O.U loyalty programme. It lets Dawleys demonstrate how we truly can make it happen by encompassing all of our core client services."

