

# DEALER LOCATOR AND INFORMATION SERVICES



## BIRKENSTOCK CONNECTS CUSTOMERS WITH LOCAL RETAIL OUTLETS USING CCCOMPLETE AUTOMATED CALL HANDLING

### Challenge

Transition to a new IVR vendor for dealer locator and catalog order fulfillment services

### Solution

CCComplete custom dealer locator and catalog fulfillment application

### Benefits

Automation paves the way for new value-added customer services

Responsive, personalized service from CCComplete enables flexible changes to the application to match Birkenstock promotional activities

In the mid-1990s, Birkenstock launched its first-ever national advertising campaign. As part of its initiative to get customers into the company's licensed specialty store dealers or other local retailers, Birkenstock set up a toll-free number to help people locate their nearest outlet, order a free catalog, find a repair location, or request mail order information. However, the company's interactive voice response (IVR) provider eventually began focusing on larger accounts — which eventually prompted Birkenstock to find a new vendor to support its dealer locator and catalog order features.

Because the original vendor understood Birkenstock's need to work with a flexible, responsive IVR provider, the firm recommended that Birkenstock consider CCComplete.

After investigating several different IVR vendors, Birkenstock discovered comparable services and costs at each. The company based its final decision largely on the responsiveness and personal service it experienced when working with CCComplete.

"Because CCComplete is a small firm," explains Dawn Cayabyab, Market Analyst at Birkenstock, "they know each customer well enough to provide personalized service. We felt that, in addition to creating a reliable dealer locator application, we wanted to work with a vendor who was extremely accommodating and flexible."

Deployment of the CCComplete dealer locator and catalog order fulfillment system took less than one month and required very little on-site work. CCComplete hosts the technical infrastructure for the application at its own facilities, so deployment

did not involve any disruptive installation. Because CCComplete managed the bulk of the deployment over the phone, Birkenstock enjoyed a smooth transition from the original IVR provider.

With the original IVR vendor, catalog requests were simply received and fulfilled. Working with CCComplete, however, Birkenstock was able to use the requester's zip code to include the names and addresses of the two nearest retail locations with the catalog. By introducing a simple new service, Birkenstock and CCComplete were able to provide an extra level of personalization and relevant information to Birkenstock customers.

In addition to enabling the company to offer new services to its customers, working with a small IVR firm also afforded Birkenstock a second major benefit: agility. The dealer locator and catalog ordering application exists primarily to support promotions — which means that the application requires periodic adjustments to match the current campaign. By working closely with the CCComplete team, Birkenstock can easily make changes to adapt to changing business needs.

Birkenstock considers the implementation a great success. CCComplete's personalized service, notes Cayabyab, plays a significant role in maintaining a positive ongoing relationship with her company. "CCComplete has been very proactive," she says. "They always let us know ahead of time if they'll be doing maintenance on the system—even if we might not notice any effect on the application." Going forward, Birkenstock plans to continue to rely on CCComplete's responsiveness and agility to manage its IVR applications.

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