directSMS: Customer Case Study

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Harvey Norman

Ease in logistics with product replacement

Company Profile

Harvey Norman Holdings Ltd, a public company that, as a franchisor, grants franchises to independent business operators, as business owners who retail products for the home and office in the following categories: Electrical, Computers & Communications, Small Appliances, Furniture, Bedding & Manchester, Home Improvements, Lighting and Carpet & Flooring.

There are Harvey Norman stores in Australia, New Zealand, Slovenia, Ireland, Singapore and Malaysia.

Business Scenario

A division at Harvey Norman in Marion help enterprise businesses with insurance replacement on products that have been purchased through them previously. These items may have been stolen or damaged.

As apart of the insurance claim process the team at Harvey Norman provide equivalent products and assist in the procurement process (quotes, procurement, notify when goods are to be collected, invoicing, etc).

The challenge the team face at Harvey Norman is that many of the 3rd parties that Harvey Norman deals with are usually not in the office and are constantly on the move. This makes emailing less effective as well as leaving voicemail messages as they rarely get replied to in a timely manner. With all 3rd party contacts always carrying a mobile phone (even if they can't answer it while driving), SMS provides the ideal real-time communication medium.

Business Solution

directSMS' Web 2 SMS online service provided the team at Harvey Norman with the tools they needed to be able to contact 3rd parties with ease. Web 2 SMS online service is user friendly and made sending out SMS really quick and easy.

"The Web 2 SMS service is a great work tool. It helps us save time and our customers think it's great and very handy given that they are always on the move. It helps me do my job faster – thanks directSMS!"

Paul Barber
Harvey Norman – Marion SA

Organisation

Harvey Norman

Website

www.harveynorman.com.au

Industry

Retail

With the use of the online address book feature in the Web 2 SMS online service, the team at Harvey Norman didn't have to enter 3rd party contact details again and again. This was done once in the address book and then used when sending SMS.

Benefits of Using SMS

SAVE TIME AND MONEY → Using SMS via directSMS' Web 2 SMS online service, is much more cost effective than mobile phone calls and sending a SMS takes less than a minute to send.

GET IN TOUCH WITH PEOPLE WHEN THEY DON'T ANSWER THEIR PHONES → This has been a challenging issue for the team at Harvey Norman, given that most 3rd parties are constantly on the move and aren't always readily able to answer their phone, a SMS is ideal as they always do carry their phone and have the ability to view the message at the first available moment. This provides a far better option than email as emails would only be checked at the end of the day or whenever the 3rd party would return to their office. This may mean things like amendments to quotes, for example, would require slow correspondence back and forth and may take several days which can be resolved in a much shorter timeframe over SMS.