

# Increase revenue and customer satisfaction using CPPD SMS

## ABOUT COBWEBB COMMUNICATIONS

Cobwebb Communications Ltd takes manual business processes and automates them using technology. We have been providing document automation solutions since 1986 and in the more recent past we have expanded our portfolio to include Finance Automation, Workflow and Application integration solutions. For further information and to see who we work with please visit our website [here](#)

### THE BACKGROUND

A UK based chemical manufacturer and existing Cobwebb CPPD customer was looking for a solution that would help the sales team identify and improve the profitability of orders and increase upsell opportunities.

### THE CHALLENGE

When an online order is placed, a copy of the System 21 Aurora Order Acknowledgement (OA) is emailed to the Sales Manager and to the customer simultaneously. The Sales Manager checks the profitability and, if below a certain threshold, forwards the email on to the responsible salesperson to follow up. Unfortunately, emails get lost in the hundreds being received by the sales team each week and opportunities to follow up on the order and upsell are being missed. They needed a more direct solution for notifying their sales reps whilst they're on the move.

### THE SOLUTION

Working in collaboration with the customer, Cobwebb architected a solution where an SMS message is sent directly to the mobile phone of the relevant salesperson notifying them that an online order had been placed below a minimum spend threshold. This is possible due to the fact that each order is linked to a salesperson in System 21 Aurora and their email address and phone number are referenced on the Order Acknowledgement (OA). This allows the system to trigger an SMS notification to the salesperson at the same time the OA is issued.

### RESULTS

This solution has increased revenue for the company by reducing less profitable transactions. This has also led to an increase in customer satisfaction as customers are being contacted swiftly by their sales rep, thanked for their business and offered additional relevant products.

