

CASE STUDY: CORE COMMUNICATIONS CHEQUE BUREAU

BACKGROUND

Core Communication Services is one of the UK's fastest growing telecommunications operators specialising in low cost international calling services to mobile-centric customers. The company promotes its products both directly and through a growing agent network.

Operating under the Dial-a-Code brand, Core distributes mobile phone sim cards and related products to around 10,000 retail outlets within the UK. This network is served by its in-house sales force, offering unrivalled service and market-leading commission schemes.

THE CHALLENGE

Core operates in a highly competitive marketplace and is committed to maintaining a strong face-to-face relationship with its retail partners as part of its network retention programme. This includes the hand delivery of cheques and remittance advice on a monthly basis by local sales staff to ensure commission is paid promptly and accurately.

Core needed a more effective means of paying the commission to the network of convenience stores to replace a manual, in-house operation that no longer met its requirements. With significant increases in the number of retail partners and associated commission cheques, the system had become both costly and an administrative burden, whilst no longer reflecting the professional and quality image of the company.

As a result, Core recognised the value of adopting a business process outsourcing solution, so needed to identify a suitable print partner that could handle this critical requirement.



THE SOLUTION

Core teamed up with Checkprint Ltd, a member of the TALL Group of Companies, to take advantage of the company's Payment Bureau. Checkprint had been selected following a tender process and a detailed evaluation of the print marketplace.

Taking advantage of its Cheque Bureau, Checkprint was able to develop an effective outsourced printing and fulfilment solution that would meet the precise needs of Core in terms of quality, efficiency, service delivery and security. This meant it was ideally placed to handle around 2,000 cheques and remittance advice each month, as well as possess the capacity to expand the operation to handle anticipated future growth.

Encrypted data is sent to Checkprint electronically each month for production and fulfilment of a combined A4 remittance advice and cheque. From its secure and accredited facility in Hinckley, Leicestershire, the company handles all printing requirements on a next-day basis for delivery in bulk to Core for onward distribution to the sales team. Checkprint is also responsible for the total management and storage of cheques to ensure appropriate stock and re-order levels.

The printing requires high levels of accuracy to ensure each retailer receives the appropriate breakdown for their individual store. The company's commission structure uses a tiered system, with varying amounts dependent on which network provider is activated, so Checkprint had to create a detailed remittance template that would offer a clear breakdown including sim card connections and network provider.

"The rapid growth of the company meant we had to replace hand written cheques that were produced internally with an outsourced solution that would deliver this critical business process and achieve high levels of quality, security, responsiveness and peace of mind. We prefer cheques over electronic payment methods to help maintain our strong relationships with our retail partners, so we have worked closely with Checkprint to create a system that supports our on-going growth strategy."

Jonathan Lovell at Core Communication Services