

London, 6th March 2009
FOR IMMEDIATE RELEASE

STYLISH SOLUTION TO ORDER MANAGEMENT FOR DEBRETT'S

If there is one name which is synonymous with all matters etiquette, taste and achievement in the UK, then that name is Debrett's through its range of publications, diaries and events. Key among those is "People of Today", the definitive guide to Britain's meritocracy and the major biographical study of the UK's most influential and successful people.

However, in addition to its distinctive public image, Debrett's also has a finely tuned operation behind the scenes ensuring that its publications safely reach those who have ordered them as quickly and smoothly as possible. Just as importantly, being a key contact point with the company for their customers, it was imperative that the whole process was carried out with the utmost professionalism. So when Debrett's decided to outsource this part of their operation, it was important that they found the right partner to handle it on their behalf.

Preview Services was therefore brought in work alongside Debrett's to deal with the order management side of the operation and ensure that the incoming orders were processed and expedited correctly. This work centred on the handling of the credit card and cheque orders for the new edition of "People of Today" as well as for Debrett's luxury branded diaries. The process involved aspects of both mail processing and response handling, the first element of which was taking receipt of the returned order forms and then logging the order details from each form against a central mailing file. This allowed each order to subsequently be checked against the original mailing list and fed back into the main customer database.

However, the data capture of the order was only the first part of the process. In addition, a lot of work needed to be carried out behind the scenes to ensure that all the administrative boxes had been ticked. On the finance side, all cheques accompanying the orders were prepared for banking and the credit card payments were authorised and then processed. In both instances, receipt letters were generated and posted back out to the customers as confirmation of the payments taken. As always, this was carried out with security and the customers' privacy being of utmost importance.

In terms of reporting, the details of the transactions were aggregated in a variety of weekly reports which were then forwarded to Debrett's. This ensured that there was not only a summary of all of the activity available but also a full record of the individual transactions which could then be integrated into their accounting system.

The mail processing and response handling service which Preview offers ensures that both the data from the mailing and your reputation is in safe hands. Securely receiving the forms or letters, handling and scanning the contents, indexing and recording the information and environmentally disposing of the paper are all part of the service.

As David Miller, Commercial Director at Debrett's commented, "This part of our business needs to be totally transparent to our customers and yet still has to be carried out in a way which upholds the values that the company stands for. Working with Preview has allowed us to do just that."

About Preview Services

Preview Services Limited (www.previewservices.com) is a specialist provider of outsourced document management services to businesses and public organisations of all sizes. Clients include major sales and leasing companies, airlines, engineering firms and government agencies.

Based in Feltham, Middlesex the Company operates one of the UK's leading document scanning bureaux and is developing innovative and cost saving solutions for document management.

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