



Afibel
Villeneuve D'Ascq, France
www.afibel.com

Industry:

Retail

Annual Revenue:

US\$277 million

Employees:

500

Oracle Products & Services:

Oracle Business Intelligence
Publisher

“Oracle Business Intelligence Publisher has enabled our mail department to update its standard letter templates in Word completely autonomously. We send 500,000 letters to our customers each year, and now they are much more eye-catching, which is great for our image.” –Frédéric Vast, Research Manager, Afibel

Afibel Enables Problem-Free Template Designing for over 500,000 Customer Mailings Each Year

Afibel, a mail-order company dedicated to ready-to-wear clothing, mainly for older women, now serves over a million customers in France, Belgium, and the UK. Afibel has two e-commerce sites, but in accordance with its customer base, still conducts most of its business by mail.

Challenges

- Acquire a publishing tool to enable the mail department to update letter templates without needing IT's assistance
- Improve the appearance of standard letters used in customer correspondence such as newsletters and refund checks for overpayments

Solution

- Selected Oracle Business Intelligence Publisher, as it was the only publishing tool that allowed the person responsible for letter templates to work in Word (a crucial requirement for Afibel)
- Incorporated letter publishing within the automatic order and invoice processing system
- Enabled the customer relations department to update or improve letter templates completely autonomously, making it possible to update templates instantly and on demand, without having to request or schedule IT resources
- Redesigning approximately 50 existing templates to produce more eye-catching letters for customers, with snappier wording and updated fonts, colors, advertising, logos and signatures
- Allowed for future project flexibility
- Set the stage for other high-value projects in the future, such as automatic production of self-adhesive labels with barcodes, to improve identification of supplier boxes after receipt and inspection