

DM Label Group Boosts Service, Improves Efficiency with Customer Portal



DM Label Group
Taipei, Taiwan
www.dmlabel.com

Industry:

Industrial Manufacturing

Employees:

5,000 to 9,999

Oracle Products & Services:

Oracle Database
Oracle E-Business Suite
Oracle Portal

Key Benefits:

- Enhanced communications with customers by building an enterprise portal to display order information and answer queries in real time
- Improved efficiency by storing customer details in a central repository accessible to authorized staff
- Supported global operations with multi-language and multi-currency features

“The customer portal allows us to exchange information such as order status in real time with our clients. It is an effective customer relationship management tool.”

– Xu You Zhong ,President , DM Label Group

The tiny label attached to the back of your shirt may well have been manufactured at a DM Label Group factory. The Taipei-based company produces a wide range of items for the apparel and footwear industries, including textile and paper labels, swing tags, stickers, bar code labels, ribbon, shoeboxes, and clothing transfers. Its customers include DKNY, the Gap, Reebok, and Wal-Mart.

Finding an effective way to communicate with customers became increasingly important as DM Label’s business expanded globally. The company was relying on e-mail and telephone calls to gather order information. This made it difficult to operate efficiently and answer questions from customers because the information was not stored in a way that was easily accessible.

In 2005, DM Label implemented a customer portal developed using Oracle technology. The portal allows customers to check their orders online and includes a database of their details, including transaction history. Customer satisfaction rates improved as a result of enhanced service.

Enhanced Customer Communication

In the past, DM Label collected order information via e-mail and confirmed details by telephoning clients. A major issue with this approach was that information was not stored properly or easily accessible by other parts of the business. Responding to customer queries was difficult because order information was not at hand.

With 60% of its business originating overseas and up to 700 orders received daily, efficient order management and prompt customer service was critical.

In 2003, DM Label implemented an enterprise resource planning (ERP) system based on a range of Oracle E-Business Suite applications. The system is in use at the company’s head office,

its U.K. and U.S. offices, and two factories in China. It will be extended to facilities in other regions in 2006.

The next step was to introduce a way to better communicate with customers. In 2005, DM Label deployed an enterprise portal for customers. The portal is integrated with the ERP system, allowing the company to leverage data stored in the system.

The portal is being rolled out in stages. The first stage, completed in March 2006, gave customers the ability to check their orders online and make enquiries in real time. Customer response has been overwhelmingly positive. The second and third stages of the project are to enable automatic storage of customer information and improve customer response times.

Once the portal is fully functional, customers will be able to submit and track the progress of orders, approve label designs, and review invoices. All their information will be stored in a central repository, ensuring easy access for staff across the company so they can respond quickly to queries.

DM Label is now planning to extend its use of Oracle E-Business Suite to meet the reporting needs of senior managers.

Why Oracle?

DM Label selected Oracle Portal because it offers an integrated framework for developing, deploying, and managing enterprise portals. The varied templates and services contained in Oracle Portal also enabled the portal to be built quickly and cost-effectively. In addition, the single sign-on function embedded in Oracle Portal and the software's easy integration with Oracle E-Business Suite means order information stored in the ERP system can be presented on the client portal.

Oracle's support for multiple languages and currencies is particularly useful for a global organization such as DM Label, which operates in Chinese, English, French, and Spanish.

Implementation Process

Portal development began in late 2005 and was completed in March 2006.

DM Label Group manufactures textile and paper labels, swing tags, stickers, bar code labels, ribbon, shoeboxes, and clothing transfers for the apparel and footwear industries.