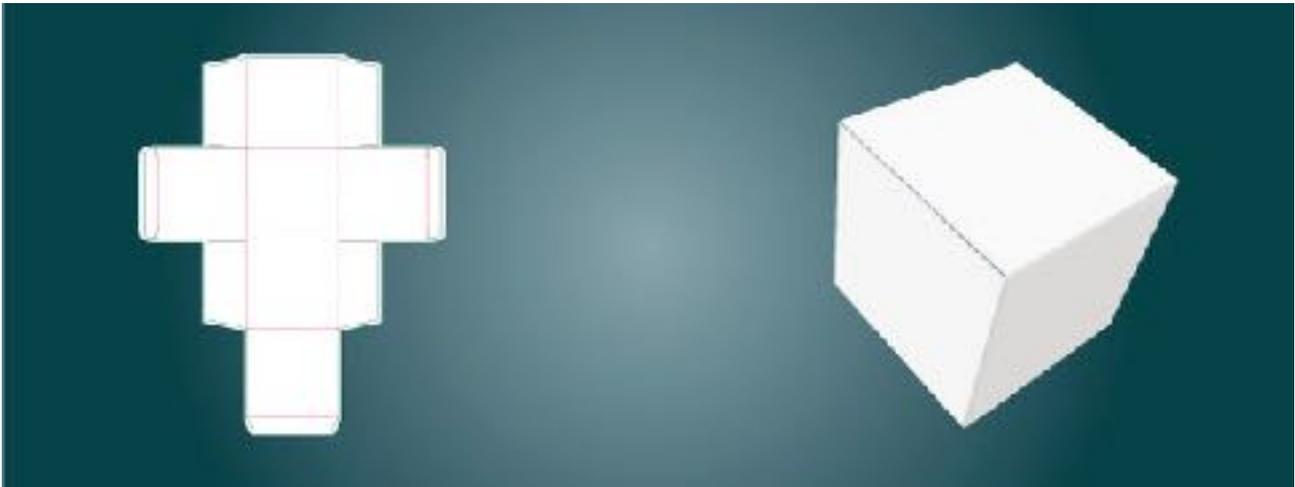


Success Stories by BABY UNIVERSE's Customers (a series of 10)

Case-6:Customer retention strategy by corrugated box manufacturer.



※The above image is for illustrative purpose only.

The main purpose of software development our clients request has been mostly to fulfill labor saving (=reducing payroll) since they faced labor shortage issues.

In that time, more than a dozen years ago, we learned there was different aim,“customer retention strategy”.

Furthermore, we were shocked to know how the strategy realized in several major electronics appliances manufacturers and commodity manufacturer.

By the way, what is “ customer retention strategy”?

It means the strategy to provide absolutely convenient tools to its customers at no fee. That is not enough to only give the useful functions and it's pointless if there isn't a way that the provider gets order automatically once the tools are used. Doing this will retain your customers. In most of top manufacturers, they have a department which designs containers, packing boxes, freight containers.

It is corrugated box manufacturers and corrugated box printmaking company that work with the department and manufacture the corrugated boxes.

The manufacturer has to create manufacturing data and printing data for corrugated boxes by enormous amount of products and moreover to give the data to corrugated box manufacturers and printmaking company with spec. sheets, and then this complicated process can cause a lot of mistakes.

One reason why is that top manufactures have to manufacture corrugated boxes according to standards or languages in export counterparts when exporting, so it requires large amounts of time and efforts.

What would you do if you could complete most of such time-consuming processes(from order, creating data automatically through final checking), using cloud?

You will definitely place an order the company that provides you the convenient tools because it enables you to shorten delivery time, to reduce mistakes and labor saving.