



Case Valio

Browser-based consumer feedback system

VALIO IN BRIEF

Valio Ltd is the largest dairy company in Finland. It processes in excess of 80 per cent of Finnish raw milk production, with overseas operations accounting for a third of its net sales.

In Finland, Valio is a market leader in almost all dairy products and a world-class pioneer in the development of functional dairy products. The company's product range comprises around 1,000 items, the main products being processed milk, creams, yoghurts, cheeses, quarks, puddings, milk and whey powder, as well as butter and spreads. The Valio Group has around 4,200 employees.

CUSTOMER BENEFITS

- Complete feedback process in a single system
- Faster processing times and more transparent handling process
- Feedback content more homogeneous
- Feedback system produces fast information on critical deviations, allowing a prompt reaction
- Cost-effectiveness
- System enables a decentralised feedback processing model
- Ease of use
- Good reporting capabilities

Previously, Valio has used a consumer feedback processing system based on electronic mail and including manual processing phases. First and foremost, the new system had to accommodate the entire feedback process in a single, easy-to-use, browser-based system. Through the elimination of all manual processing, the company was able to render the system faster and more effective, as well as enhancing feedback quality.

The launch project for the new system was started in late 2007 together with Digia. Thorough specification resulting from a series of joint workshops was the prerequisite for establishing a functional package that best serves Valio's requirements. The new system was introduced in September 2008.

Feedback via several channels

Feedback to Valio can be given either by phone or by filling in a questionnaire on its website, the questionnaire's structured format helping with feedback generation. All manner of feedback is received via this feedback channel, both good and bad, and now it can all be easily processed in a single system. Currently, the system processes around 100 to 150 items of feedback per day. Normally, this feedback can be processed within two working days; however, net-based feedback is generally responded to within the same working day.

The feedback is analysed and, if necessary, forwarded to experts for comments prior to a final response being sent to the sender. Job queuing makes feedback processing precise, and the process can be managed, controlled and allocated in the desired manner. The system also includes response templates, which help staff send consistently high-quality and efficient responses to questions of a similar nature at all times.

Consumers' opinions are important

Consumer views are important to Valio and influence the company's product and service development activities. Such feedback generates plenty of information, which enables the company to serve its customers better. For instance, based on feedback received, the product packaging design has been modified so that the packaging is easier to use and more efficiently recyclable.

All feedback is also carefully monitored in order to ensure product safety. The system includes alerts, which help the company register any abnormalities and promptly react to them. In such situations, rapid reaction saves time and money. Alerts are also used in the running of the Consumer Services unit itself. The due date alert for any particular comment acts as a reminder for the recipient to reply, without the person having to personally memorise it.

The provision of feedback is a critical point, and the best possible processing of feedback enhances Valio's brand image. Even negative feedback can be turned into a positive, when the process is handled quickly and well and the consumer feels he/she has received good service.

Comprehensive reporting

The system is used by production plants, product managers and the marketing department alike, as well as the company management, of course. With the help of the variety of reports available within the system, staff can, for example, monitor production quality by production plant. The feedback search tool allows you to form customised data views.

"The VAPA system has simplified work flows at the Consumer Services unit," say Senior Consumer Advisor Niina Koivisto and Service Manager Pirjo Kaartinen, who are responsible for Valio's Consumer Services operations. "Consistency is the key. VAPA is an effective tool that also frees up time and resources for other work."

"The opportunity to search for information from the system in various ways helps product managers," says Product Manager Sanna Aalto, who has been actively involved with this project right from the beginning.

"The Valio feedback system was developed utilising Digia Forms product, which enabled flexible specification of work flows and the easy, cost-effective addition of new form types," says Sales Manager Tommi Kylä-Kaila from Digia.

SOLUTION TECHNOLOGY

- Digia Forms
- Microsoft .NET technology
- SQL Server Database
- SQL Server Reporting Services
- SQL Server Integration Services

CONTACT INFORMATION

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