

Bush Brothers & Company®

Quicker response times and expanded workload capabilities for a consumer relations team dedicated to quality service



The Challenge

Finding an automated solution

Family-owned since 1908, BUSH'S® places high value on its history, quality, and service. The company's consumer relations team was handling approximately 30,000 customer calls, letters, and emails annually. The nature of these interactions varied from recipe requests, ingredients, product issues, location of product and more—and were being handled manually. In 2004, BUSH'S® began looking for an automated solution that would match their quest for quality and service.

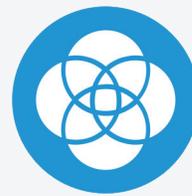
The Solution

A full view of the customer through an integrated CRM and new social media management platform

BUSH'S® selected ePowerCenter™ as its first customer relationship management (CRM) system, gaining the ability to manage all customer interactions—via phone, email, and mail—from a single, integrated interface, which resulted in improved accuracy of information capture and case history. This unified view of the customer, paired with in-context guidance, empowers the consumer relations team to resolve issues more efficiently, while growing customer loyalty from the service experience.

In 2016, the brand recognized they had a growing social media audience (more than 175,000 on Facebook, 5,000 on Twitter, and 2,000 on Instagram) and added Astute's social media management tool. Astute Social™ enabled BUSH'S® to capture greater insights and connectivity with customers communicating via social media channels.

Astute's technology also includes response generation features that automate goodwill fulfillment via email, social media, and white mail—saving valuable time and allowing team members to assist other areas of the company.



Astute ePowerCenter™

Customer Engagement CRM

Astute's CRM software shortens training time, shows a unified customer view, and provides everything agents need to improve loyalty in a single, integrated interface.



Astute Social™

Social Media Management

Astute's smart social media management solution is a comprehensive platform for agile marketing, social customer care, and voice of customer analytics.

With more than 100 years of experience, Bush Brothers & Company® processes and markets more than 55 million pounds of beans per year—approximately 80% of all beans consumed in the United States! For generations, their mission has been focused around excellent quality, in their beans, in their sauces, and in their service.



The Results

Improved response times: from three to four days to same-day resolution

The switch from manual data entry to a CRM system with smart data entry features, dynamic field configuration, and intelligent type-down options allow BUSH'S® consumer relations agents to efficiently complete case information while focusing on the service experience. These automation tools have enhanced the brand's response time—improving turnaround time from three to four days to same-day responses. Manual issue resolutions and goodwill fulfillment time have been cut in half using the response generation functionality.

With the added time savings, the Consumer Relations team now serves as a better internal business partner, connecting their knowledge of the consumers into other areas of the business. Their expanded workload now includes tasks like assisting in the management of the product labeling process; partnering with brand teams to proof product advertisements and edit social media content; and working with the product retrieval team for crisis prevention—all without increasing staff size.

ePowerCenter makes it easier for the consumer affairs team to track and report issues by customer, product or issue code, and repeater status, as well as improve the communication among internal teams and with their processing facilities in Wisconsin and Tennessee.

“The time savings allowed us to increase our workload without increasing our staff...now we have the bandwidth to bring the knowledge we have gathered from dealing with our consumers to many other areas of the business.”

– Kenna Hess, Manager of Consumer Relations



“I’ve been pleased with Astute’s CRM since the very beginning. We’ve moved from a manual environment where we had to do everything twice—capture the issue first and then run a mail merge for any letters or coupons we needed to send—to an automatic, completely integrated platform that has decreased our handling time from three to four days to same-day resolution. Thanks to the response generation functionality, we no longer need to produce and match mailing labels, allowing us to respond to customers more efficiently.”

– Kenna Hess, Manager of Consumer Relations