

«By using MZS@net we have satisfied employees and everything is much easier: flexibility, productivity, quality.»

Marion Engler -
HR department



www.ms-direct.ch

Kaba Partner:

Torexretail
Workforce Management Solutions

www.torex.com

MS Mail Service AG, St. Gallen – Switzerland

Personnel resource planning at MS Mail

In the picturesque metropolis St. Gallen in Eastern Switzerland are the headquarters of the company MS Mail Service AG. The company covers the complete direct marketing process with its services and with the departments Call Center and Fulfillment it has assumed a unique market position in Switzerland. The company was founded in 1997 by Peter Stössel who still is Managing Director.

MS Mail Service AG and MS Mail Service in Lauterach/Austria are both under the umbrella of MA Direktmarketing AG International. MS Direktmarketing AG is one of the leading specialists for customer relation management and supports the product, service and information providers when setting up and expanding interactive customer relations. MS Mail serves as external center for marketing and distribution strategies and as service provider for organization support and customer service.

A call center with modern and intelligent technology is available for telecommunication. Highly qualified employees working on 44 call center workplaces in an open-plan office are available seven days a week to serve the customer. Every day our employees take up to 8,000 telephone calls in German, French and Italian.

At MS Mail the incoming bookings can be processed by means of an integrated stock management. All articles for sale, e.g. kitchen utensils, textiles or office furniture, are stored on more than 30.000 m². The ordered goods are packaged and sent at MS Mail. Other qualified employees are responsible for processing the returns. If necessary, MS Mail also manages the export customs clearance. Lately, the MS Mail service is completed by the Response Processing department. In addition to the registration of coupons or bookings, the evaluation and the Lead Management are further services in the direct marketing process. At MS Mail 250 salaried and 50 temporary employees can be contacted for these services. Up to 80 call center agents answer the calls. 35,000 packages and 200,000 letters are processed each day. Approximately 500 pieces per hour are finished and made ready for dispatch.

Customers of MS Mail are for example the Swiss kitchen utensil seller Betty Bossi, Harley Davidson, Sauber Petrolas, the AIDS foundation and Pro Idee. MS Mail has been working with the workforce management system by Torexretail since 1999. The call center version with the modules personnel resource planning and time attendance is used. Time attendance is used in all departments, while personnel resource planning is only used in the Call Center department.

Success Story

The mzs® workforce management system has been introduced in 1999, first in the company central in Fürstentlandstraße in St. Gallen. Then it has been introduced bit by bit in the individual warehouses and sites, first in St. Gallen and two years ago also in the branch office in Wittenbach. In 2004 the system has been converted to the web-based system MZS®net.

MS Mail emphasizes the operator convenience of the program. "MZS®net can be easily operated and offers the possibility to create required reports and lists.", says Marion Engler from the HR department.

Besides balances and absence lists, MS Mail also uses personnel costs calculation and detailed working time analyses (what has been worked, when and for how long). The time attendance data is further analyzed by means of OLAP. Before using MZS®net, at MS Mail the working times had been recorded by means of punch cards.

By introducing MZS®net, the control of the overtime done by the employees has been improved. This allows the team leaders to get a current overview of the overtimes of the individual employees and of the whole department by means of the information given in the personnel resource planning and by using the balances lists.

The decreasing overtime premiums have a positive effect on the personnel costs. The personnel costs have been reduced by using frame times. Today it is possible to reduce the daily working time of an average of 40 agents by fifteen minutes. MS Mail previously did not use a personnel resource planning system. MS Mail created schedules for the individual departments with Microsoft Excel but it was more a vacation and absence scheduling. The Call Center department of MS Mail is working with a 2 shift model. A large part of the employees are hourly wage earners with flexible working and operating times.

MS Mail uses MZS®net in a Windows environment. MS Windows 2000 is used as operating system. The database and the application is running on one of the two separate SQL servers. The second server controls the communications with the terminals. The system is integrated by means of the in-house LAN. The subsidiaries are connected by leased lines. The Kaba Benzing terminals transmit the bookings twice a day by means of a TCP/IP routine.