



Milk & More Case Study

Milk & More trusts Encoded to deliver all-round benefits of automated secure payments

Heralded as a true British icon, Milk & More strives hard to preserve its traditional milkman legacy while embracing modernity and future expansion. In addition to fresh milk and everything dairy, the company offers a huge and ever-expanding range of essentials to nearly 500,000 homes across the country. From bread and milk to the freshest seasonal organic fruit and vegetable boxes, Milk & More conveniently delivers over 200 exceptional products ordered via the Milk & More website and app.



Transforming the great British milkman

Despite representing a traditional way of life that goes back generations, Milk & More's business had been in decline for some time. About two-and-a-half years ago, the company decided to invest in transforming Milk & More's well-loved milkman legacy through digital means and focusing on sustainability. "Transforming the great British milkman" involved so much more than simply re-naming the company's milkmen and milkwomen as home delivery drivers to better reflect a rapidly expanding product portfolio and support modern day grocery needs.

According to Rebecca Manning, Head of Customer Service at Milk & More, "Business transformation went right to the heart of our customer service operations and it included the relocation of our busy call centre from the Philippines to the UK, a move that increased our costs significantly."



It's been a really positive experience working with Encoded and I recommend the team 100%. The service they have provided has been outstanding and they have delivered on everything we ever wanted and more.

Milk & More's call centre has always been a busy operation with 130 advisors manning the phone lines from 8am until 5pm, Monday through Saturday and typically handling around 80,000 calls a month.

Rebecca Manning continued, "At the time, 70% of our customers were traditional, offline customers and they were the ones who drove the majority of contacts to the call centre as they telephoned to place, amend and then pay for their orders on a regular basis. All this was labour-intensive and costly. To support an effective business transformation, we needed to reduce the number of calls coming into the contact centre and one way to do this was to offer customers alternative payment options."

Encoded for simple, cost-effective secure payments

Following recommendations from colleagues in the contact centre industry, Milk & More deployed Encoded's Interactive Voice Response (IVR) and Agent Assisted Payments solutions to automate and simplify the payment process.

Rebecca Manning added, "Encoded quickly became a significant part of our transformation project. We really liked their friendly approach from the start. They were informal but professional and we instantly worked well together. Open, honest and flexible, the team at Encoded was helpful every step of the way from the initial contract stage through to final implementation and training. What is more, the results were truly amazing. Before Encoded, our contact centre advisors typically handled around 15,500 payments a month. Just one year later, with Encoded on board, the numbers have dropped dramatically to around 2,900 payments every month."

Turning crisis into opportunity

The aim of Milk & More's doorstep delivery service is to bring customers quality local produce 'without the hassle'. At no time was this more evident than at the beginning of lockdown, in early 2020, when Coronavirus triggered panic buying, resulting in bare supermarket shelves and fewer online delivery slots.

Rebecca Manning continued, "At the beginning of the pandemic we were inundated with calls and in just 3 days, registered around 30,000 new customers. This tremendous surge in demand forced us to prioritise calls including encouraging customers to use automated methods instead. Fortunately, the simplicity of Encoded's IVR and Agent Assisted Payment solutions meant we could quickly train our advisors and educate our customers to the benefits of automated payments while maintaining customer loyalty. In a very short space of time our product sales increased by 300%."

Fast Facts

- Milk & More turns to Encoded to automate contact centre payments that reduce call volumes and costs
- Solution helps support rapid increase in calls during COVID-19 health crisis as new customer registrations and product sales soar by 300%
- Using Encoded, Milk & More has dramatically reduced the number of payments made via contact centre agents from 15,500 to just 2,900 a month
- Simplicity and ease of use encourage widespread adoption of automated payments
- With no cash or cheques to collect, roundsmen are better protected from thieves and have more time to spend with friends and family
- The Encoded IVR payments and Agent Assisted Payment solutions are an important part of Milk & More's digital transformation process.

The greatest hurdle to introducing automated payments successfully was overcoming an initial reluctance from some customers – many of whom have been loyal to Milk & More for 40 or 50 years. Our advisors were able to address any concerns and assist them in setting up their payments. This made it easy for them to make future payments themselves with the added freedom to pay for their orders at any time of the day using IVR. The Encoded solution has also allowed Milk & More to offer customers a far wider range of efficient, secure payment options than ever before including direct debits and regular recurring payments.

Everyone's a winner

The Milk & More organisation and its customers have benefited from the Encoded implementation. For advisors, the Encoded Agent Assisted Payment solution is far easier to use than their previous ticketing system and with minimal training, they can use and then educate customers about the benefits of automated payments. In turn, customers have greater confidence and enjoy swift payments while knowing their sensitive card details are safe and secure. With no cash or cheques to collect, roundsmen are also safe from would-be thieves and get to spend more time with their friends and families.

Rebecca Manning added, "At a time of great change when Milk & More has had to reinvent itself while still delivering excellent customer service, the Encoded solutions have tangibly supported our digital transformation programme and business. They have simplified the payment process, helped to dramatically reduce the numbers of calls coming into the contact centre and saved significant amounts of money along the way. It's a win, win all round."

Looking towards the future

Next, Milk & More plans to encourage even more customers to use the IVR payment solution while continuing to provide agent assisted payments as required.

"It's been a really positive experience working with Encoded and I recommend the team 100%. The service they have provided has been outstanding and they have delivered on everything we ever wanted and more. We look forward to having them by our side as we move to the next exciting stage of our business," Rebecca Manning concluded.





About Milk & More

Part of the Muller UK & Ireland Group, Milk & More is passionate about encouraging people to eat well and live sustainably. To do this, the company champions smaller suppliers to provide the very best products.

Deeply rooted as a British icon, Milk & More strives to continue both the milkman legacy and its expansion. It now conveniently delivers over 200 exceptional products ordered via the Milk & More website and app to doorsteps around the country before 7am.

For more information, please visit:

www.milkandmore.co.uk

ENCODED

secure automated payments

Encoded Ltd
Spectrum House Beehive Ring Road Gatwick
West Sussex RH6 0LG United Kingdom

t 01293 229 700
e sales@encoded.co.uk
www.encoded.co.uk



About Encoded

Encoded is a leading Payment Service Provider and pioneer of new and innovative secure payment solutions for contact centres. Encoded offers a range of card payment solutions designed to help organisations comply with PCI DSS, GDPR and the newly introduced Payment Services Directive (PSD2).

Encoded's solutions are trusted by many of the world's leading brands including, Samsung, Mercedes-Benz, BMW, Müller and Virgin, as well as a host of UK utility companies such as Green Star Energy, Severn Trent Water and Anglian Water.

Omni-channel solutions include:

- IVR Payments
- Agent Assisted Payments
- PayByLink
- Web Payments
- Mobile Apps
- Customer Engagement Platform

For more information please visit

www.encoded.co.uk

