



HUDSON'S BAY COMPANY

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HBC Information Services

Business: Hudson's Bay Company, Canada's oldest corporation and largest department store operates over 500 stores across Canada, which includes the Bay, Zellers, Home Outfitters, Designer Depot and Fields. HBC employs nearly 70,000 associates located in every province.

Environment: 3 contact centers based in Toronto, Montreal, and Vancouver with a total of 500 agents. These Inbound/Outbound call centers serve many purposes such as:

- Service customers calling about their HBC Credit, Rewards or Gift cards
- Store Associates use the call centers for call referrals or questions on any of the financial programs
- Opportunity to sell financial products on inbound calls

Application: A key business strategy identified by HBC was to leverage existing infrastructure for a higher return on investment. HBC installed Upstream Works' eMedia CMAS to enhance their existing CTI / IVR systems. This allowed HBC to increase customer satisfaction and to capture customer information, while also being able to promote various marketing initiatives.

Perspective: *"We were looking for a company that would not only provide robust software solutions, but also would be adaptable to the way we do business. Upstream Works was perfect for this role. They understood and respected our business guidelines. I was also really pleased with the great customer service they provided. I found that they were different from other vendors in that they took the necessary steps to ensure we were pleased with the product and the work they had done After product implementation, they didn't try to nickel and dime us with their support services. If ever there was a problem, they would fix it immediately and hassle free."*

"I'm really impressed by the way Upstream Works conducts business...everything from the quick implementations, excellent customer service and high standard of business ethics. It's really hard to find a company like that these days. When they promise something, they really mean it....and they always get the job done."

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