

MBS Direct Online Retailer

MBS Direct Offers Best-in-Class Virtual Bookstore Service

MBS Direct, a division of MBS Textbook Exchange, Inc., operates a virtual bookstore that buys and sells textbooks and course material to students for more than 550 distance learning institutions, colleges and high schools. The company hired Customer Solutions to enhance customer service and returns management to support continuing growth.

Client Challenge

MBS Direct's online bookstore allows students to purchase new and used textbooks and learning materials they need for a particular class. After the classes are completed, the students can sell books that have resale value back to MBS Direct.

Since its founding in 1992, MBS Direct has grown into an enterprise managing materials for 250,000 courses, serving more than 1.3 million students throughout the United States, Canada and Puerto Rico.

Because MBS was challenged to keep up with the growth in business, they turned to UPS Customer Solutions for additional technological improvements in tracking and asset management. To serve its growing customer base profitably, MBS was looking for a total package of logistics services, including flexibility, technological savvy and international capability.

UPS Returns® on the Web

GEOGRAPHIC AREA SERVED
United States and Canada

CHALLENGE

Streamline and enhance efficiencies in customer service and returns management for an international online marketplace of textbooks and student course materials.

SOLUTION

Integrate UPS Returns® on the Web, a ready-to-use returns portal, into the company's Web site that can generate customized return labels and simultaneously provide visibility to customers and the internal accounting operations. In addition, leverage the extensive pick-up and drop-off options of a worldwide package delivery service.

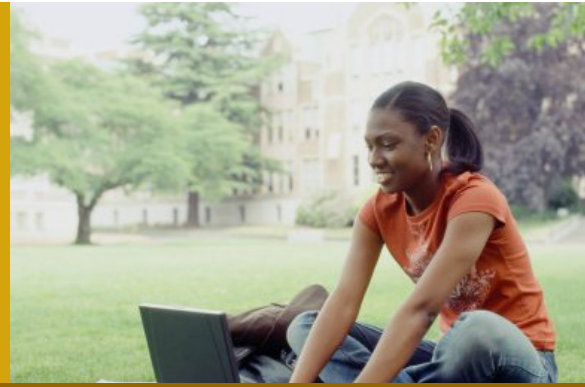
RESULTS

- Streamlined returns process
- Improved customer satisfaction
- Enhanced capacity to efficiently grow business



“Customer Solutions has been fantastic. They have understood our needs and how best to meet them.”

— *Dennis Flanagan*
CEO
MBS Direct



Our Solution

Customer Solutions recommended implementing UPS Returns® on the Web, a ready-to-use returns portal, to greatly enhance efficiencies in the returns process.

A few weeks before classes end, MBS Direct sends an e-mail to students who have purchased books with resale value, providing them with a Web link to the Customer Solutions portal. Students can click on the link to review the quote from MBS. If they decide to accept the offer, they simply click again to create a UPS return label, which they can attach to their packaging. In addition, the portal provides the students with instructions on how to arrange for UPS pick-up or make a drop-off.

The ability to simply hand their parcels to any UPS driver, or deposit them anywhere in the extensive network of UPS Drop Boxes and The UPS Stores®, makes the returns process more convenient than ever for MBS Direct customers. The printed labels contain bar-coded MBS quote numbers, streamlining MBS Direct customer services and internal accounting and inventory operations. As soon as a shipment is received by MBS Direct, the label is scanned and the system automatically alerts the MBS accounting department to issue a check. The students are also automatically notified that their shipment has been received and that their payment is on the way.

“Customer Solutions has been fantastic,” said Dennis Flanagan, CEO of MBS Direct. “They have understood our needs and how best to meet them.”

The Results

Customer Solutions helped MBS Direct move to the head of the class in customer service and returns management. Within four months of implementation, the new system generated 110,000 return labels — a 300 percent increase over the same time in previous years. In addition, MBS Direct expects the new system to help its business achieve 15 percent growth within a year.

For more information please visit us at ups.com/customersolutions.

