

THE Carphone Warehouse

...for a better mobile life

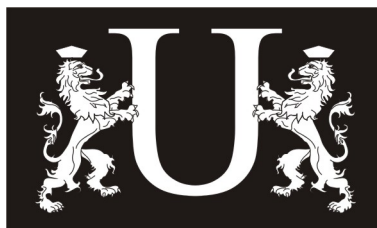
A STUDENT AND THE COMPANY

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First day at a big company

Yes, The Carphone Warehouse is the largest mobile communications retailer selling mobiles phones, contracts, and pay as you go mobile phones from all the major suppliers and providers. No doubt. It was very easy for me to find the exact location of the headquarters, an impressive, light and dark blue building, big windows, small parking lot, black surrounding fence. Lots of people were heading to exact the same location as I was that day. I thought that, maybe, it's a commercial area, with lots of companies. But no, it was only one, CPW as they are calling it.

A two story building, open space offices, except the big manager's offices, with more than 2,000 employees working all as one. Lots of team: direct sales team, online sales team, delivery team, marketing team, any many many others.

I stepped into the building, a big reception desk. Walked to the receptionist, and asked to speak to Mr. Sandip. Mr. Sandip? She asked. From which department? E-commerce, I replied.

The E-commerce Department

In a few minutes, Sandip was there. I introduced myself, him as well, and headed to the offices. So to speak offices, more like the space the E-commerce had in that building, 10 or 12 in-line desks, with computers and LCD screens. He introduced me to the team: Indians and British. More Indians than British. Great people: Champa, Sawan, Farah, Kamran and Rob – Web Coordinators, Harbir and Gareth – Senior Web Coordinators, Tim and Kristyn – Online Marketing Coordinators, Anup and Rizwaan – Online Operations Executives. They made me feel welcome from the first day.

But what does the E-commerce Department? A lot. Mainly, its tasks are coordinating the website portfolio, including www.carphonewarehouse.com, www.talktalk.co.uk, www.opal.co.uk and other. My job consists strictly to The Carphone Warehouse website. On this website, CPW sells everyday lots and lots of mobile phones and contracts to various networks such as Vodafone, 3, T-Mobile, Virgin Mobile, Orange, Fresh.

The e-commerce department is responsible for workings of the Carphone Warehouse website, www.carphonewarehouse.com. This involves a wide range of activates as you can image, ranging from maintenance of the site to the setup of latest products when there released as well as launching commercial campaigns to boost site conversion.

The e-commerce team works around the clock, it liaises with numerous departments and external companies. The management team is constantly trying to come up with new ideas that will propel the company forward. One good example being creating a java program that helps assist users while they shop. This is one project at present that he's being considered for.

Another key feature of E-commerce department is the amount of meetings it has, especially during the week. This provides the management team of an on overview of

how things are coming along. There's also one monthly review meeting to discuss how the recent month went, in terms of work, deadlines and more importantly if the changeover was carried out, i.e. making sure the website reflects the new monthly buyers guide.

I was a Web Coordinator, a Junior Web Coordinator. For a period of 90 days, I had been responsible for content management and maintenance. They gave me a desk (I was lucky to find a free one, they said smiling at me) and a personal computer, with an email account on my name, an identity card to pass the gates, and the key to the rollobox.

The Work

Everyday, starting 9 am and ending 6 pm, I had to ensuring that all pricing, special offers, promotions as well as static content on the website is up to date, accurate and consistent with other areas of the business.

- Making certain the website reflects all available products sold by the company with relevant product images, features and prices.
- Assisting with monthly Buyer's Guide changeovers. This involves ensuring all promotions, special offers, products, tariffs, pricing is accurate and on time.
- Making effective use of the website and producing content to generate maximum sales.
- Ensuring that all data set-up is complete when new developments are set to go live.
- Lastly ensuring that the search engine is kept up to date and that it returns relevant results on keywords searched for by users.

As well these basic aspects to complete, his role also offers other areas of knowledge in which his was required to complete, such as:

The Marketing

- Suggest promotions and produce content, which can help sales and margin.
- Support the Online Content & Development Manager
- Suggest ways to increase numbers of new visitors

Managing Relationships

- Communicating website offers and new website developments to the e-sales and e-orders teams.
- Communicating with the various internal departments, ensuring that the different areas of the business are represented accurately on the website.
- Suggesting ideas on how to improve functionality of the website to improve usability

It had been a very interesting experience me working at the CPW. I have now a visiond and knowledge on various forms of living, different aspects of life, different nationalities all working as one, different tipes of income and spendings.

For more information about The Carphone Warehouse, please visit the followings:

www.carphonewarehouse.com

www.cpwplc.com