



Case Study - Optimizing Upselling Processes

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If that's what you wanted...



...and that's what you've got, you've been upsold!



THE HAGUE ICMA GENERAL MEETING - THE NETHERLANDS, 6-8 MAY, 2004

ICMA

Recycler Classifieds, Los Angeles

- » 6 Generalist Publications
- » 17 Vertical Publications

- » Competence in Classified Markets

ISV



Upselling and Cross-selling Scenarios

- » Format changes (Power Ad, Photo Ad, Semi-Display Ad)
- » Additional editions
- » Additional publications
- » Additional services (run till it sells, immediate web etc.)
- » Packages (incl. cross-selling with LA Times)



Initial Situation

- » Different input screens for different ad formats and publications
- » No WYSIWYG editor for data entry
- » No overview on customer's orders
- » Different ad formats for each publication
- » Different classes for each publication
- » Restrictive user access rights
- » Intransparent commissioning structure
- » No integration of LAT publications
- » Complex rate cards structure



Organizational Changes during AVUS 21™ Implementation Phase

- » Harmonization
 - Ad formats
 - Class structure
 - Rate cards
 - Workflows
- » Simplification
 - User access rights
 - Workflows
- » Integration
 - Print – web ad flow
 - Ad transfer to LA Times



Technical Solutions with AVUS 21™ Implementation

- » All publications, products and additional services accessible in one order screen
- » Powerful WYSIWYG editor
- » Full overview on all customer activities
- » Immediate rate calculation whenever price-relevant changes are made in the order
- » Packaging of ad orders (“Gold” package etc.)
- » Integrated credit-rating for customers
- » Automated commission module for TSR (Tele Sales Reps)
- » Extended reporting, exception reports
- » Integrated credit card validation
- » Integrated Web2Print and Print2Web workflow
- » Automated ad transfer to LA Times publications



Results

- » Increased efficiency in the ad booking process
- » Increased quality of customer service
- » Increased transparency of order histories
- » Simplified workflows for production
- » Faster implementation of new products and offers
- » Improved up-selling opportunities



Future Prospects

- » Automated recognition of packages by the system
- » Easy-to-configure “Marketing Campaign – Plug-ins”
- » Automated selection of “Outbound Activities”



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Thank you very much for your attention!

» Competence in Classified Markets

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