

Publishers – Subscription administration case

Request: Issued by the publisher of the largest Dutch weekly magazine

Profile: The concern issuing the request is the publisher of the largest weekly TV/Radio magazine in the Netherlands. The magazine has a circulation of 1.1 million copies, reaching approximately 3 million people. It is also the publishing house of a bi-weekly TV/radio magazine for satellite/dish-antenna subscribers.

The briefing: In June 2005, the publisher requested offers and proposals for the full or partial outsourcing of several mail processing and data-entry activities related to its subscription administration. All large Dutch data-entry companies participated in the selection procedure. The core business activities were described as follows:

On a daily basis, we receive large quantities of mail holding new subscriptions, changes of address, automatic payments, terminations, returned mail and letters. Upon receipt, all items need to be sorted and scanned, after which the data is to be processed via OCR and data-entry. Finally, all files with processed data need to be delivered to the appropriate department and person in order to pursue follow-up activities and analyses. Accuracy and flexibility should characterize the new partner.

Our solution: DDC Europe presented to the publisher a solution by which all documents are received, opened, sorted and scanned in one of our facilities in the Netherlands. The data-entry activities, however, all take place in our offshore production facilities in the Philippines. Due to the significantly lower labour costs in this highly developed English speaking country, considerable cost reductions can be realised. The coordination in the Netherlands and high quality assurances, as well as Dutch reference standards, guarantee processing services of the highest quality. The requesting concern was convinced by the quality of our proposal and our renowned expertise: DDC Europe got the assignment. Already one month after the proposal was approved and the contract was signed, the first batches of information had already been processed.

The result: both the publisher and DDC Europe are very satisfied with the collaboration, which is actually better described as a partnership. On a daily basis, we collaborate towards an effective and efficient subscription administration. As a result of the partnership with DDC Europe, the publisher has realised noteworthy cost reductions and maintained high quality. In some areas performance has even outperformed expectations.