

Houston Chronicle Case Study

Houston Chronicle Achieves Total ROI in 5 Months with TeleDirect's Liberation® Platform

The Houston Chronicle, which is owned and operated by Hearst Corporation, is the eighth largest newspaper in the United States, with a Sunday circulation of almost 700,000. Despite its circulation scale, the newspaper wanted to improve the efficiency of its contact center. The Houston Chronicle needed a solution that would automate its sales workflow and maximize agent productivity.

Challenge

Without automation, an agent had to manually dial expiring ads from a printed report. This resulted in the newspaper losing a substantial number of renewal ads each month. To offset this missed opportunity, the contact center needed to focus on increasing revenue by renewing expiring ads.

Solution

In early 2006, Cindy Mitchell, Director of the Houston Chronicle's contact center, began evaluating the available solutions on the market. She identified several critical requirements that prospective solutions needed to possess: automated dialing, customizable desktop, and CTI "screen pops" to enhance agent-customer relationships. In addition, the solution had to be compliant with Federal Trade Commission (FTC) and Federal Communications Commission (FCC) regulations and had to integrate with the Houston Chronicle's existing Siemens communications infrastructure.

"In our pursuit to improve our classified ad sales and enhance the contact center's overall productivity, we wanted a proven solution that still had the ability to integrate with our existing systems. After several months of researching potential solutions, we found what we were looking for in TeleDirect's Liberation® platform," said Mitchell.

In July of 2006 Liberation was implemented, fulfilling the Houston Chronicle's need for a comprehensive and flexible sales platform designed to expand their customer base, up-sell ads, and manage a blended environment.

Results

Within five (5) months of their initial implementation, the Houston Chronicle achieved a full return on their investment. Agent productivity soared! With DialogGuide™ agents have more opportunities to speak with customers, deliver a consistent message, and position themselves as true advisors. The contact center's success also caught the attention of upper management, increasing both supervisor and agent visibility. As requested, Liberation integrates with the newspaper's existing communications infrastructure and operates in full compliance with the national Do Not Call (DNC) registry and other federal regulations.

"We are very satisfied with the results Liberation has helped us achieve thus far. Liberation is an essential part of our sales strategy, we believe that it will play a key part in helping us achieve our long-term goals," said Mitchell.

