Client Panel: Consumers Driving Change

The Importance of Customer Touchpoints
Panel Participants

• Moderator: Bo Sacks

• Panelist: Brennan Corbett
  Director of Customer Care & Fulfillment, Rodale, Inc.

• Panelist: Richard Eaton
  VP of Operations, Highlights for Children

• Panelist: Hervey Evans
  Executive Publisher, National Wildlife Federation
Panel Introduction – Brennan Corbett

• Director of Customer Care & Fulfillment, Rodale, Inc.
Panel Introduction – Richard Eaton

- Vice President of Operations, Highlights for Children
Panel Introduction – Hervey Evans

- Executive Publisher, National Wildlife Federation
BoSacks – The History of Customer Relationship
Brennan Corbett
Rodale, Inc.
Customer Experience — Understand Your Customer — Make It Consistent and Easy

- Customer Service contact information readily available
  - Communication materials
  - Brand websites
  - Corporate website

- Customer Service tailored to the needs of our customers
  - Phone
    - Brand and Digital specific numbers
    - Automatic Renewal specific numbers
  - Email
  - Online Customer Care
    - Tailored FAQs

- Easy Account Access
Customer Experience — Understand Your Customer — Why are they Contacting Us?

- Mail$ave+ – 3% reduction in total mailed volume over the year
- Renew International Subscriptions via Online Customer Care
- Migration from Print to Digital via Online Customer Care
- Digital Customer Support
- Mobile Care+
- Customer Service Representative feedback
Customer Experience — Understand Your Customer — Telephone

- **We also understand that customers want to call**
  - Brand and Digital specific numbers
  - Automatic Renewal specific numbers
  - Optimized the use of the IVR/VEVA

- **We also understand that customers want to talk to a real person**
  - Intellisel program
  - Regular call monitoring
  - Incentivize call center representative

- **First Call Resolution**
Customer Experience — Understand Your Customer — Email

- Auto Responses
- Digital Inquiries
Customer Experience — Understand Your Customer — Online Customer Care

- **Build Brand Awareness** – Promoting our brands through the “Important to Know” section where we highlight events such as *Women’s Health* Run 10 Feed 10 event, *Men’s Health* Urbanathlon, *Runner’s World*-sponsored marathons

- **Generating Additional Revenue**
  - Related product offerings such as branded DVDs and books
  - Intellisel offers of add-ons and cross-sells
Customer Experience — Understand Your Customer — Online Customer care

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Richard Eaton
Highlights for Children
An Iconic Brand

Celebrating over 67 years

86% unaided brand recognition

Loved equally by girls AND boys, ages 0-12

Trusted by grandparents, parents, and teachers

Flagship product Highlights® magazine is the #1 most-read children’s magazine in the U.S.
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Apps
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Relationship Revolution  Direct >>> E-commerce >>> Social
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Magazines

Merchandise

Clubs

Books

Apps

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Everyone loves Hidden Pictures! Reply now, and we’ll include a FREE 2014 Hidden Pictures calendar and stickers with every subscription.

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Highlights.com/YoungKidsMag  800-255-9517  Mail this form

Details order deadline and mailing location and terms on page.
Hervey Evans

Joined NWF in late June 2013 — I’m new!

25+ years magazine publishing & consulting experience

Former GM of Cricket® Started Ladybug® Magazine

Former Board Member
Minnesota Magazine & Publications Association
The Magazine Publishers Family Literacy Project

Former Chair of the Board of Voyageur Outward Bound School
Customer Touchpoints

- Includes everything from customer service to letters to the editor
- Not just outgoing communication, also incoming

- The semantics imply that customer touchpoints can be managed like transactions
- They can be measured as transactions ...
- But the real value is to manage them as relationships

- The ultimate measurement can vary:
  - Long-term renewal rate, Lifetime Value $,
  - Propensity to upgrade, etc.
Bridging the Gap ...

... between managing transactions and managing relationships

- Living in a gift-giver universe:
  - Everything is measured on a recipient basis
    - Transactional
  - But the business driver is the gift-giver
    - Relational
Not Double the Work ...

... but triple or more!
• Who are our customers (data mining and surveys)
  • Recipient profiles
  • Family profiles
  • Gift-giver profiles

• How do they live? (surveys and interviews)
  • Geography
  • Values
  • Other products (substitutes and complements)

• Benefit versus product-orientation
  • How do they use the magazines, apps, etc.?
  • Why us?
  • Discerning the unvoiced need
How does this show up?

- 12-month communication with gift-givers
  - ... Rather than just renewal notices
  - Content-driven: What is going on in the magazine?
  - What is the recipient experiencing?
  - What difference does it make?

- Communication with families
  - What is going on developmentally?
  - How can parents be more involved?
  - What can parents do to help?

- Communication with recipients
  - What can you do learn more? To help animals?
  - Involving your family, your friends, etc.
Price/Value Analysis

• The calculus for value, then, becomes more complex:
  • Not only do we focus on benefits to the reader ...
  • But also to the family, and ...
  • Also to the gift-giver

• It’s not just about managing touchpoints, but also about managing the accumulation of benefits, both the perceived ones and the real ones
Panel Discussion
Q-and-A
Thank You
Up Next – Lunch & Breakout Sessions

• Serving the Connected Consumer in the Digital Marketplace
• Top Tips for the Media Marketplace
• Enhancing Your Consumers’ Online Buying Experience