

PRESS RELEASE

First class subscription service for publishers Kleine Zeitung [Little Paper], Die Presse [The Press], Wirtschaftsblatt [Economy News] and Styria Multimedia

The CRM consultancy firm maihiro implements a marketing and sales platform at Styria Marketing Services

***Vienna and Ismaning near Munich, 18 September 2013* – The CRM specialists at maihiro have implemented a new marketing and sales system for these publishers. Customer management for the subscriber business of the publishers Kleine Zeitung, Die Presse, Wirtschaftsblatt and STYRIA MULTIMEDIA (with magazines such as Miss and Wienerin) is based on the SAP customer management solution.**

“Our new customer management system means we can be even better at supporting our customers. At the same time, we now have at our disposal a multifaceted campaign management system with fully automatic processing of complex procedures,” Walter Hauser, head of reader marketing and reader service at Kleine Zeitung, is happy to say.

Using its prototype-supported ‘CRM-to-Go’ method, maihiro introduced the new CRM solution based on SAP CRM 7.0. Each of the four publishers, who are themselves responsible for their subscriber sales just like always, can now access a unified system for managing their customer relationships.

The new solution includes a total of fifteen service processes from introductory calls to customer complaints and customer satisfaction surveys. More than 20 different campaigns can be processed simultaneously each day.

SAP Business Objects Data Quality Management runs in the background within each publisher’s business, covering automatic address checking while saving new data, fuzzy search for business partners, format checking when entering a telephone number, and a fuzzy comparison for duplicates. The project team connected the existing email marketing software and an external call centre to the new CRM system for the implementation of the campaigns. A multi-

channel integration with telephone and email was also set up to deal with more than 100 calls per employee, per day, and a daily total of about 1000 emails.

The application platform integrates itself seamlessly into the existing system environment and is connected to the other IT programs in use via a standard SAP interface. SAP CRM offers the advantage that information is exchanged via an integrated system rather than “flat files” that must be extracted and re-imported into the CRM system.

About maihiro

maihiro specialises in Customer Relationship Management (CRM) and Business Analytics. The consulting firm supports its clients in the fields of marketing, sales and service from strategy consulting and process optimisation to implementation and application management. The company is a consultancy and implementation partner of SAP and Microsoft. Established in 2000 by Bernd Hesse, Uwe May and Mark Roes, the management consultancy firm based in Hamburg, Ismaning near Munich and Vienna today employs more than 100 staff. In 2005, under the direction of Matthias Götz, maihiro established a subsidiary in Austria, and maihiro business analytics GmbH followed in July 2011. In 2010, the consultancy firm was awarded the “Top 100” quality seal in recognition of its status as one of the most innovative medium-sized companies in the country, and 2011 saw its nomination for the IT innovation prize in the CRM category. maihiro provides consultancy services worldwide for companies from different sectors including 1&1 Internet AG, ABUS SC, Audi, Bank für Sozialwirtschaft, eCircle, Europapier, Henkel, Merz Pharmaceuticals, Mondi Group, Styria Media Group, the Hoffmann Group, and Würth Austria.

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