

Case study

Albatros Publishing publishes internationally thanks to Salesforce

Just sey it like



Albatros is one of the largest and oldest book publishers in the Czech Republic. It has been publishing books and magazines for children and young people since its foundation in 1949. The parent company Albatros Media achieved an annual turnover of CZK 750 million in 2016/2017. The publishing house has a total of 16 publishing houses, both of which also publish books by predominantly Czech authors abroad, not only in EU countries such as Germany, Italy, Sweden, Norway and Finland, but also outside the EU (e.g. in Pakistan).

Did Albatross need to simplify work and update processes?

Albatros Publishing wanted to review a large number of its sales and marketing processes. So they tasked us with setting a strategy and developing a solution that would automate important processes. The assignment entailed upgrading the previous systems; all of Albatros' important processes, including the business ones, required a complete rebuild to the new system. The task was complicated by the division of sales processes and publishing projects into domestic and foreign. In addition, foreign business activities included keeping track of contacts made at book fairs around the world or managing publishing rights to books. Moreover, in order to select titles with sufficient sales potential, Albatros needs to collect and evaluate data on reader interest.

Albatross' needs called for a tool that could manage essential information in many areas. It was important to simplify

and unify the overview of companies, important contacts and sales status (tracking which books are selling how in which countries), including more detailed information on titles and threats of breach of agreements.

What solutions we proposed to Albatross:

- Replace the outdated, unnecessarily complex and insufficiently secure system based on Excel spreadsheets.
- Monitor business activities on the domestic and foreign markets.
In the domestic market, monitor the supply of new titles, communicate with clients, obtain quotations, agreements, orders and their fulfilment.
- Monitor potential buyers of titles in the foreign market, sort customers by category and then direct communication. Monitor which books are selling in specific countries.
- To replace a problematic work system abroad. Albatross needed to track which titles are licensed from which foreign partner in which country, including information on the term of the license. The system had to be able to create and track all aspects of licenses at different stages.
- To store the contacts that Albatros made at book fairs and then match them to titles to create bookings. To monitor new opportunities in the market and manage individual book editions.

- Link the system to Microsoft Office, to handle incoming and outgoing electronic communications - for example, to track which e-mail communication occurred with which customer, and to prevent one customer from potentially communicating with multiple vendors.
- Link the system to the Mailchimp marketing tool, which Albatros uses to store contacts and send out marketing email campaigns, newsletters, special offers, etc.

build on from the start. Albatros can track sales opportunities, email communications and, thanks to Salesforce's integration with Microsoft Outlook to automate the processes needed to acquire new customers. The data collected in Salesforce can also be implemented into the Mailchimp marketing platform. The complete solution included automating reports to track the status of key indicators on a multinational level.

How was the Salesforce implementation process?

Based on an analysis of Albatros' business goals and needs, we developed a solution based on the Salesforce customer relationship management system. At the same time, we collaborated with Albatros on new modules that would maximally meet the client's needs. We followed an agile methodology in the development process. We considered key features such as license trading management, which included a duplicate entry recognition system.

With Salesforce's excellent features such as customer behavior tracking and communication, we had something to

What did the Salesforce implementation bring to Albatros Publishing?

Upgrading outdated systems and processes has resulted in major savings in time and labour for Albatross. Sales representatives now have access to customer records from all over the world via computers and mobile phones. The new system makes it easy to prepare sophisticated reports: the overview of key performance indicators (KPIs) is easier to understand and gives Albatross management a quick overview of the company's assets. The Salesforce-based system also makes the licensing of foreign activities more transparent.

Main benefits



Emphasis on understanding the client's business needs and goals



Complete development of custom solutions



Client support even after product handover



Tailored training



Development of an intuitive and somewhat automated system

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