

## SAP Customer Success Story Media – Magazine Publishing



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Harri Huotarinen, Director, Sanoma Magazines Finland Oy

### AT A GLANCE

#### Company

- Name: Sanoma Magazines Finland Oy
- Location: Helsinki, Finland
- Industry: Media
- Products and services: Magazine publishing
- Revenue: €193.2 million
- Employees: 780
- Web site: [www.sanomamagazines.fi](http://www.sanomamagazines.fi)

#### Challenges and Opportunities

- Nonintegrated, distributed telesales network
- Need for more effective communications and telesales operations

#### Objectives

- Develop customer service and sales operations
- Provide entire telesales network with real-time communications tools

#### SAP® Solution and Services

SAP® Business Communications Management software

#### Implementation Highlight

Elimination of entire PBX system

#### Why SAP

- Comprehensive support for inbound customer contact centers
- Unified queuing, prioritizing, and routing of all contacts
- Ability to link telesales opt-out list to all outgoing calls

#### Benefits

- Faster and better customer service
- Greater cost-efficiency
- Dramatic reduction in errors and customer complaints
- Ability to monitor fulfillment of sales goals in real time

#### Existing Environment

Non-SAP software

## SANOMA MAGAZINES FINLAND

### Leading Finnish Magazine Publisher Boosts Sales and Improves Service with SAP® Business Communications Management

For Sanoma Magazines Finland Oy, replacing its traditional telephony system with the IP-based SAP® Business Communications Management software proved to be a smart move. “With the SAP software, we were able to integrate our distributed telesales network into a single virtual operation,” says Harri Huotarinen, director at Sanoma Magazines Finland. As a result, the publisher improved overall communications throughout the company as well as with partners and enhanced telemarketing processes. Also, because the system routes customer contacts directly to the correct specialist, company employees were now able to deliver fast and satisfying service to customers.

#### Hundreds of Thousands of Calls

Sanoma Magazines Finland is the leading magazine publisher in Finland. The company is part of Sanoma Magazines, which is one of Europe’s largest consumer magazine publishers. Sanoma Magazines is owned by SanomaWSOY, the leading media group in the Nordic countries, and publishes more than 300 magazines in 13 countries. Sanoma Magazines Finland’s telesales network comprises company locations in Helsinki, Tampere, and Oulu, as well as telemarketing partner companies and individual contractors across Finland. The company’s telesales team processes hundreds of thousands of new magazine subscriptions each year. Additionally, Sanoma Magazines Finland’s customer service team handles a large number of customer orders, updates, and queries. “Each year, we receive hundreds of thousands of calls on topics ranging from subscriptions to billing and various questions and requests for changes. Plus, our telesales

professionals and partners make millions of outbound calls,” says Huotarinen. “We wanted to develop our customer service and sales operations, while providing our entire telesales network with real-time communications tools.”

### **Virtual Customer Service and Telesales Operations**

After evaluating the available solutions, Sanoma Magazines Finland chose SAP Business Communications Management software to set up an all-IP contact center and enterprise telephony system. It also chose SAP to host the software. The solution met all Sanoma’s communication needs for not only customer service and telemarketing processes, but also for office telephony.

**“... the SAP software eliminated a jungle of complexity, while making our operations more efficient in ways that would have been impossible with traditional technology.”**

**Markku Kiiskinen, CFO, Sanoma Magazines Finland Oy**

“With the SAP software in place, we have been able to improve and speed up our customer service. The system routes incoming customer calls directly to the correct specialist, ensuring continuous service availability. It’s connected to our order management software, enabling call-center agents to view each customer’s information the moment a call comes in,” Huotarinen says.

The system also consolidated the company’s extensive telesales network into a single virtual organization, resulting in many benefits. “The software enabled us to boost cost-efficiency, while simultaneously reducing errors and customer complaints to a fraction of what they were before. We can now monitor the fulfillment of our sales goals in real time. The system also links our telesales opt-out list to all outgoing calls, which was a key criterion for us,” Huotarinen continues.

### **Cutting Through the Communications Jungle**

Sanoma Magazines’ 40-plus publications are tied to more than 60 customer service numbers. The Helsinki-based company’s distributed telesales network of nearly 1,000 external agents and company employees is Finland’s largest telemarketing organization using IP-based enterprise telephony. The SAP contact center functionality has been in place since 2003; in 2006, Sanoma Magazines Finland decided to retire its traditional PBX system and transfer its entire enterprise telephony system to the IP-based system.

“Replacing our legacy PBX system streamlined our operations considerably,” says Huotarinen. “Our employees can now access all voice, directory, and other services using a workstation soft-phone, a wired IP handset, or mobile device – without us having to pay additional costs. Employees can work from any type of terminal, which adds flexibility, and from any location,” says Markku Kiiskinen, CFO of Sanoma Magazines Finland.

“Even though our employees often change locations within the company, we no longer need to worry about moving phones around, which simplifies our processes and keeps our costs down,” adds Kiiskinen, who then concludes, “In regards to our enterprise communications systems, the SAP software eliminated a jungle of complexity, while making our operations more efficient in ways that would have been impossible with traditional technology.”