



## Reader's Digest Publisher

### Information

Publication: First issue published  
In 1922

Distributed to over 60  
countries worldwide

Publishes about 50  
million books per year

SnT Solution: Total Contact Center  
Services

## Contact Center Services

### Reader's Digest moves to improve customer support and marketing capabilities for Malaysia and Singapore

#### The History

First published in 1922 with only 5,000 copies published, Reader's Digest has since grown to become one of the world's pre-eminent publishers and direct marketers and the largest selling magazine in the world. Reader's Digest magazine now appears in 50 editions, 21 languages, distributed to more than 60 countries and sell about 21 millions copies per month. The company also publishes books, including the popular Select Editions series and offerings in the do-it-yourself, cooking, health, gardening and children's titles; music from Beethoven to today's pop divas; and videos and audio books.

In the Asian office, the management felt that there was further opportunity to expand their marketability Asia Pacific region where sales penetration is low. There was also the inability to meet with corporate growth rate within the region.

They knew that they needed to engage professionals who would be able to provide a single contact point not only for inbound contact but also to market their products effectively.

#### The Solution

SnT's team was quick to identify with Reader's Digest's issues and requirements and proposed the Total Contact Center Services solution which provides

- Inbound services
- Outbound services
- Fulfillment services



### The Execution

SnT set upon an extensive research of understanding Reader's Digest business and the publishing industry in general before meeting and presenting their proposal to Reader's Digest's management team.

It was then agreed by both parties that the order management process for APAC would be centralized to one single point of contact

SnT Global would handle the following expects to enhance the operations process of Reader's Digest and the marketability of their products:

- Inbound Telephone Customer Care
- Walk In Customer Care Centre
- Payment processing centre
- Inbound & Outbound Fulfillment Services
- Outbound and Inbound Telemarketing Services
- Customer Service Surveys

Intensive training was then conducted for all contact center personnel in order for them to fully understand the scope of their duties and the expectations of Reader's Digest.

### The Results

By outsourcing their contact center customer service, fulfilment and marketing of their products, Reader's Digest, were able to combine their expertise with that of SnT's regional telemarketing experience to provide an overall enhanced customer service experience.

Due to SnT's regional telemarketing experience and market knowledge, they were able to increase sales significantly and reconfirmation of subscriptions also saw improvements

Lead time between order confirmation to delivery of products were significantly reduced due to the centralisation of operations

Due to this centralisation and outsourcing of services, cost were also reduced and efficiency to fulfil customer's requirements improved as well.

Reader's Digest were also able to understand their readers better through data gathered from initiatives like Customer Service Surveys and reports carried out by SnT Global on behalf of Reader's Digest.

