

# Publishing Case Study

## Customer

One of the world's leading interest magazine and online publishers.

## Solution

Bamboo Cricket Inbound Email Management Solution

## Overview

As a major interest magazine publisher, this firm offers technical magazines and online content in multiple platforms to over 7 million subscribers in more than 20 countries worldwide.

## Business need

In these tough economic times, retaining existing subscribers and ensuring their email inquiries and questions receive prompt replies are central to maintaining readership and the corporate bottom line.

## Solution

The publisher utilized Bamboo Cricket's inbound email management solution in full service mode. Supported by a team of Bamboo Cricket staff using the Bamboo Cricket application, Bamboo Cricket helped the publisher efficiently sort the emails into appropriate categories, and quickly zeroed in on processing emails that required manual intervention using a reply matrix approved by the publisher at the start of the engagement.

## Benefits

During one month, this publisher captured 1,766 change of email addresses and

processed 692 spam challenges. During the next month, 2,687 change of email addresses and 519 spam challenges were logged. These were existing subscribers that would have been lost if the inbound emails were not processed. To re-acquire these subscribers would have cost the publisher \$30 for each subscriber, or \$169,920.

## Case Study

Based in New York, this publisher is one of the world's leading technology publishers. The publisher provides technology magazine as well as online digital content. It has over 7 million technology readers and its publications reach readers from 20 different countries worldwide.

## Introducing software

The publisher wants to keep its efforts focused on its core business, which is publishing technology content for its readers to enjoy. The company also understands that it needs to maintain and grow its revenue, so that it has the capital to continue to provide high quality content to its readers.

The publisher wanted a turn-key inbound email management solution. Bamboo Cricket was able to provide both the technology and the human resources to facilitate the publisher's needs.

At the start of the engagement, Bamboo Cricket created an environment for the publisher, and performed a FREE 7-day test by having the publisher re-route all of its inbound emails to Bamboo Cricket. At the end of this 7-day test, Bamboo Cricket provided the publisher with a report that outlined the different categories of

inbound email that were coming in, and the associated statistics. The report also allowed the publisher a glimpse into the types of customer inquiries or comments that were coming in, which were invaluable to enhancing its magazine and online contents.

Based on the results of the test, Bamboo Cricket was able to work with the publisher to create a Reply Matrix that provided instructions on how each unsubscribe, change of address, spam challenge, and customer service scenario should be handled.

Once the Reply Matrix was finalized, Bamboo Cricket assigned a team of well trained staff to start processing the publisher's inbound emails.

### Boosting customer retention

Bamboo Cricket boosted the publisher's customer retention initiative in two ways:

1. When the change of email address and spam challenge emails were being processed, it allowed the publisher to continue communicating with the readers even when their addresses changed in their personal or professional lives.
2. Being able to weed through all the lower priority emails such as out of office notifications, staff can quickly zero in on the more critical emails such as customer service items that require more urgent attention. Providing prompt replies increases customer satisfaction levels, and offers another avenue to retain customers.

### Adding to the bottom line

When the change of addresses and spam challenges are processed, they provide a direct positive impact to the corporate bottom line.

If those emails were not processed, those subscribers would have been lost. To regain those subscribers, the publisher would have been required to spend \$30 to re-acquire each subscriber. Not only does the publisher lose the revenue from those subscribers, but it needs to spend additional funds to regain those subscribers again. By simply processing these inbound emails, the publisher is contributing positively to its bottom line.

### About Bamboo Cricket

Bamboo Cricket's focus is to provide e-service solutions that empower large and small businesses to capitalize on client engagement. We combine robust technology with easy-to-use feature sets to empower companies to provide chat and inbound email handling. We are an innovative service provider that helps you complete the communication circle with your customers.

### Contact us today for a FREE 7-day test.

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