Digitally Transforming Media
Powerhouse Frankfurter Allgemeine Zeitung
Our teams helped FAZ generate new monetization strategies based on existing customer data. The digital transformation also fueled process automation and increased productivity.

**Challenges**

Frankfurter, a printed newspaper in the digital age needed new monetization strategies while overcoming several challenges stemming from reduction in circulation numbers. Here’s a quick look at what our teams were tasked with resolving together:

- 62 functional components and 27 separated data bases resulted in an ultra-complex, difficult-to-navigate system landscape
- A consolidated view on customer was missing with customer data spread across several systems without integration
- Inefficient service case handling resulted in backlog of over 50,000 open support cases
- Missing product and offering definitions complicated the digital sales strategy
- New subscriptions were handled manually in 4 different systems, whereas e-Commerce was done via 13 unrelated web shops
- Marketing had no real access to subscriber data and segmentations were manually performed in separated ERP system

**Solutions**

Persistent introduced Salesforce products as the core tool in Marketing, Sales, Service and e-commerce to provide:

- A consolidated view on customer data and drastic reduction of efforts in daily-business
- A simplified product and sales process, and integrated product relevant systems with a goal to publish new digital products in 24 hours
- A system-wide single customer identity with Salesforce being the leading system in a highly integrated landscape
- Empowered marketing teams with the capacity to utilize all available data for automated campaigns based on Sales/Service Cloud, automated triggers from Commerce Cloud, and Adobe analytics integration
- Access to the service team for customer relevant information via Service Console and the ability to perform actions in integrated systems (ERP, SSO etc)
Outcomes

Persistent & Salesforce brought numerous capabilities to support Team Frankfurter and outcomes included:

| **Total cost-reduction** in digital agency budgets and **self-reliant use** of Marketing Cloud. | **Increase in email open and click rates** |
| **Performance increase** in ad campaigns via advertising studio | **Backlog** of open service cases **completely resolved** |
| MVP of **new digital product** launched involving reduced number of systems, creating **30,000 digital subscribers**, incl. **real-time reporting** of subscription changes |