

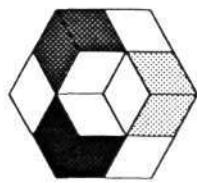
AMIC-Illert Workshop on Re-engineering the
Newspaper for Competitive Advantage : Kuala
Lumpur, Jun 8-9, 1995 : [distribution]

1995

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Distribution



Distribution

Operations side: Sales

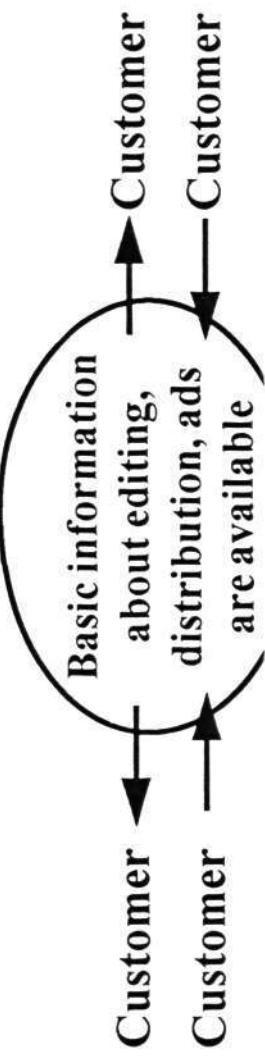
Subscriptions	Retail sales	Special sales	Subscriptions	Retail sales	Special sales
Sub. recruitment	EV. recruitment	Recruitment and service of special sales customers	Data maintenance, Alterations service, complaint processing, consulting, correspondence		

Administration side: Service

Processing and re-recruitment of cancellations

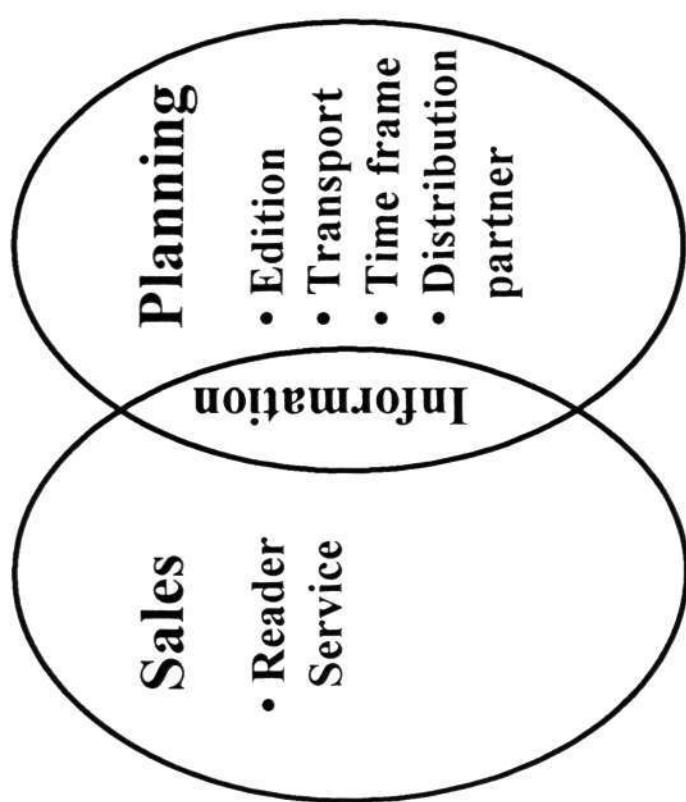
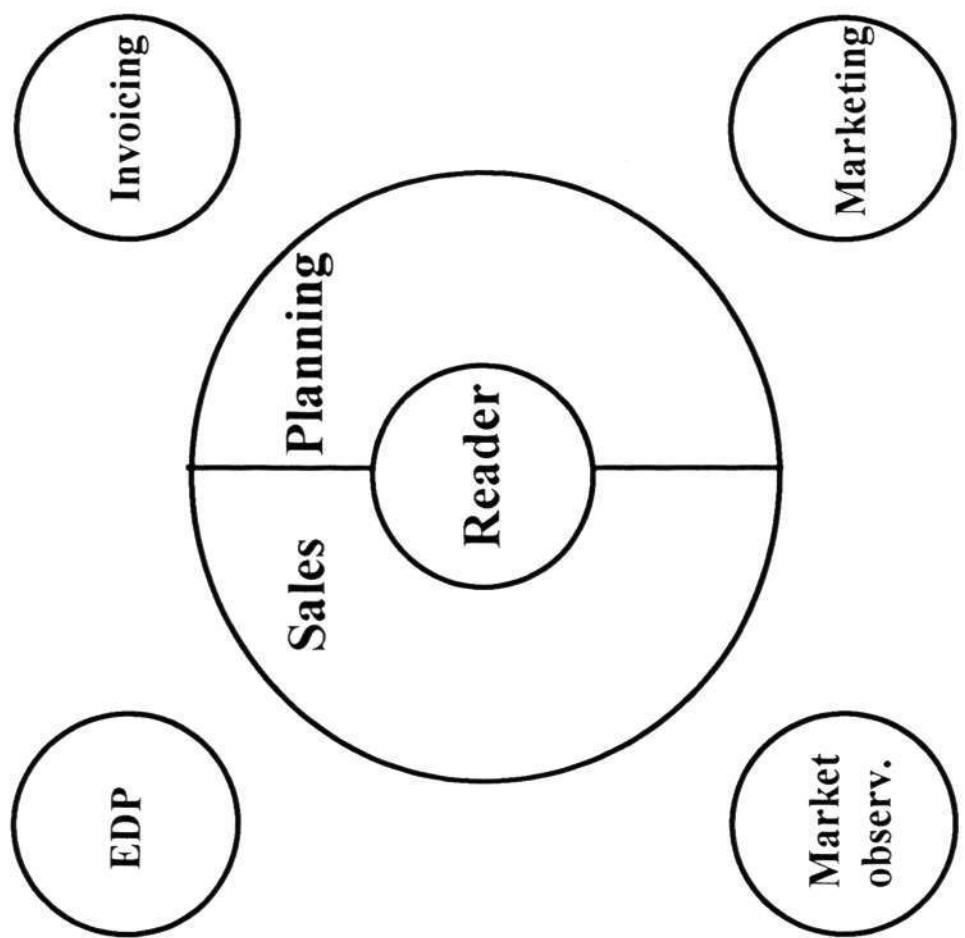
Customer Information

Interactive communication





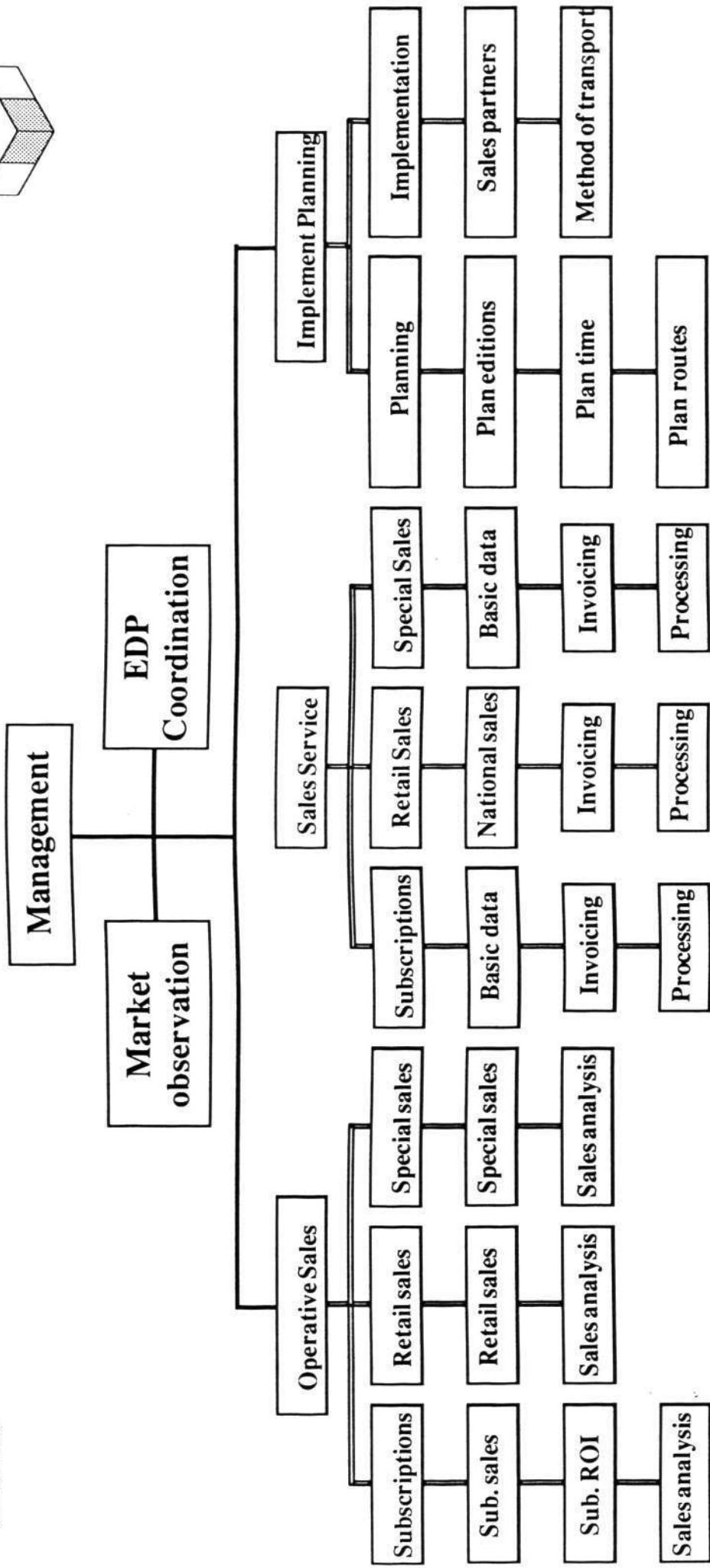
Distribution

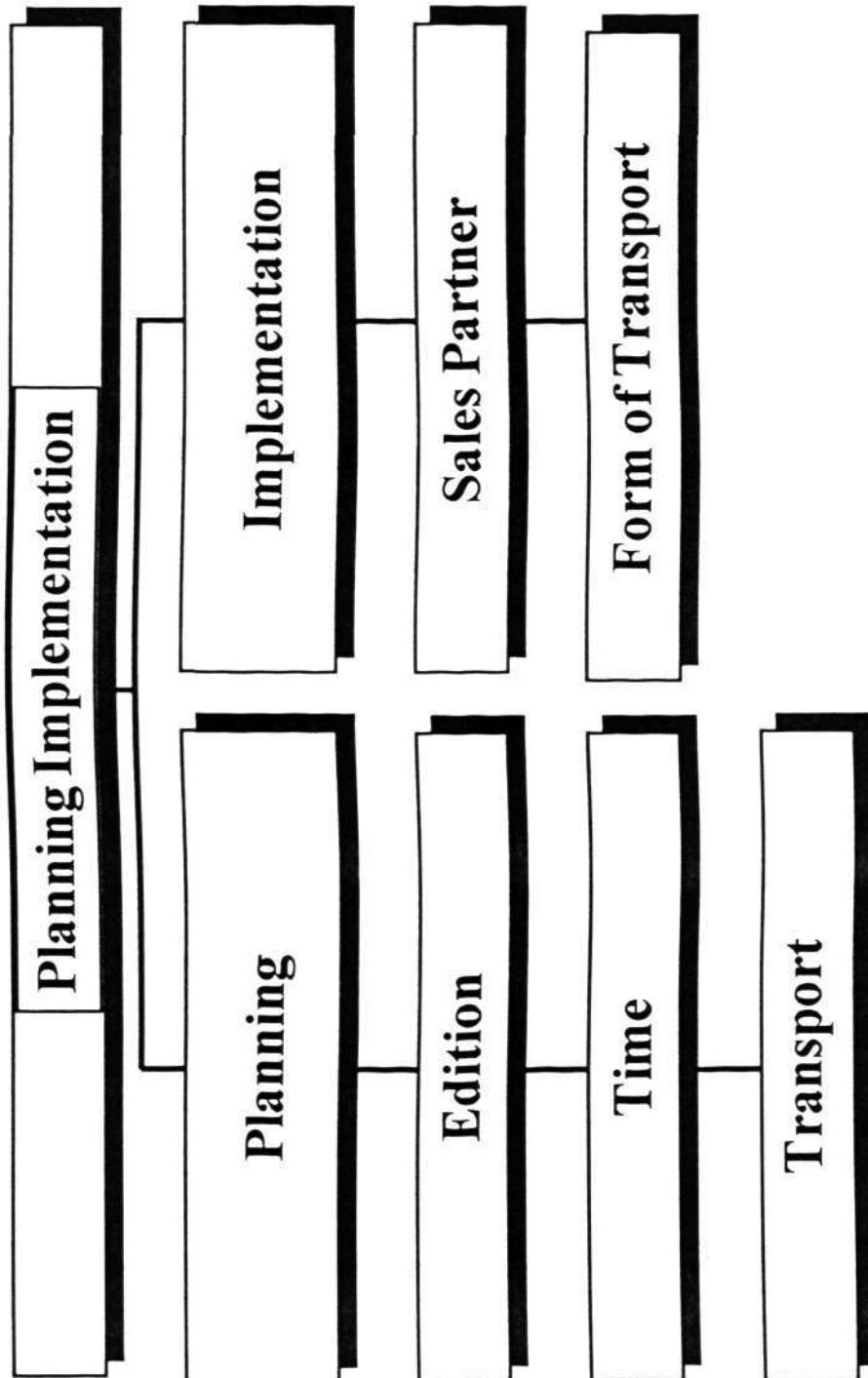
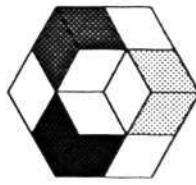




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Sales

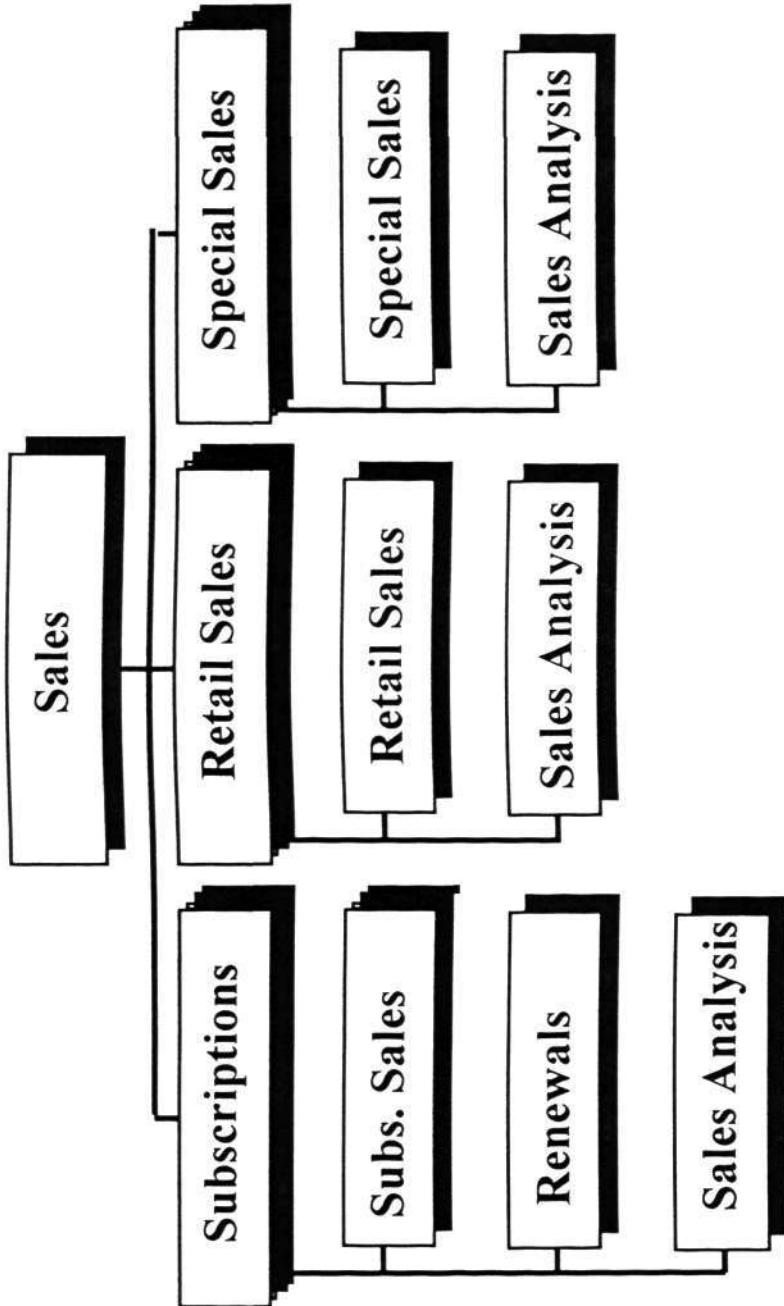


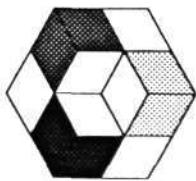


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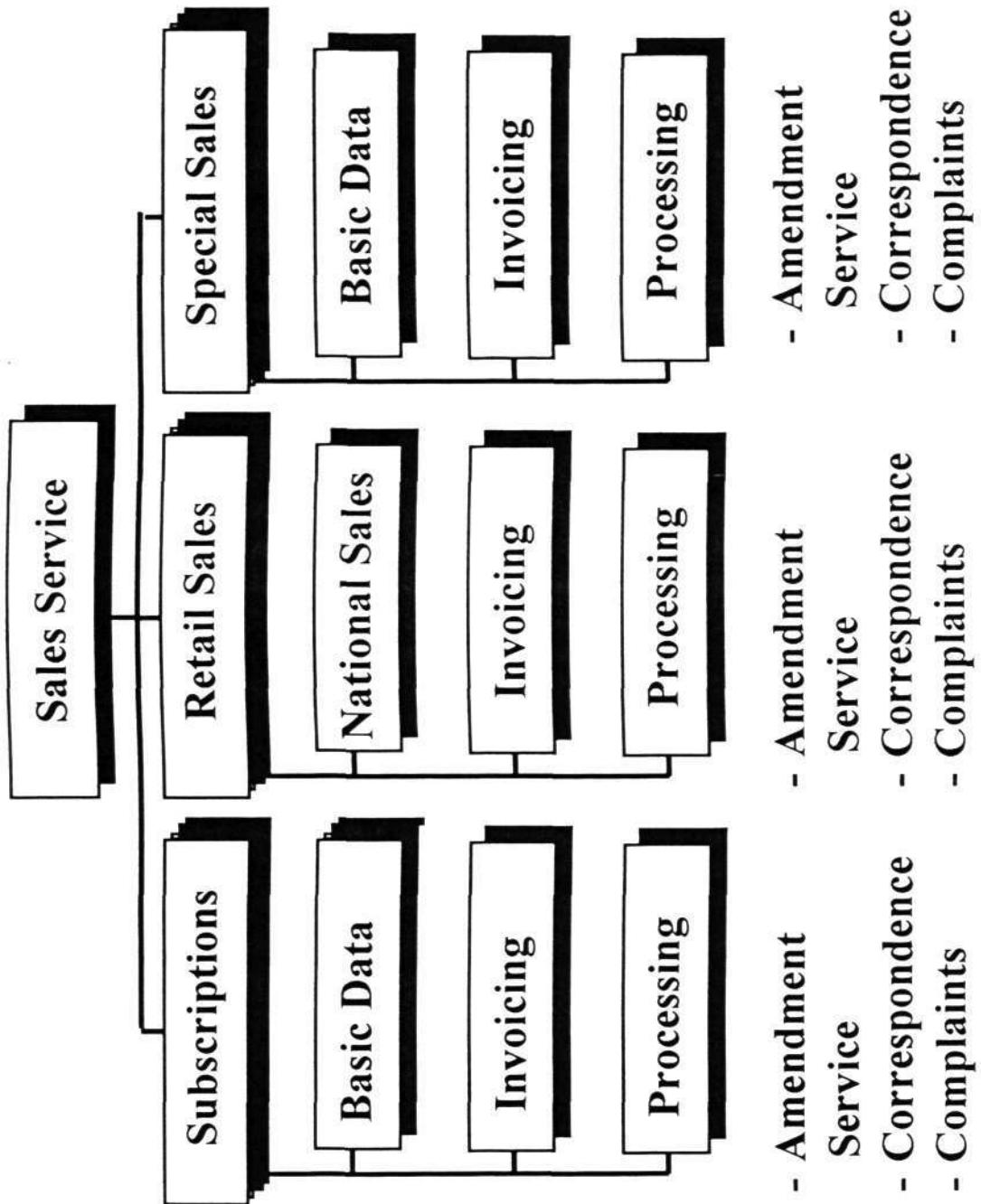


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Transport (1)

Distribution 1	EDP	Distribution 2	Lorry park	Distribution 3	Manufacture	Air transport	Interreg. trans.	Regional transport	Sales preparation	Sales management	Work processing	Delivery
Weigh distribution 1				X								
Weigh distrib. 2		X										
Take over distrib. 3 weights												
Work out tonnage for lorries							X					
Order lorries							X					
Work out airmail tonnage							X					
Inform airmail carrier of weight							X					
Proforma invoice for foreign deliveries							X					
Compare costs with previous edition							X					
Airmail freight costs reimbursed following flight cancellation etc.							X					



Transport (2)



Scheduling

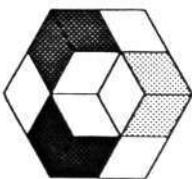
Scheduling	New subscriptions	Train timetable	New flight plan	Later proof
Distribution 1	X			
EDP	X			
Distribution 2	X			
Lorry park				X
Distribution 3	X	X	X	X
Manufacture				X
Reader service	X			X
Night express		X		X
Interrég. trans.	X	X		X
Air transport	X	X		X
Regional transport	X	X		X
Distribution agent				X
Sales preparation		X		X
Sales management	X	X		X
Work processing			X	X
Delivery			X	X



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Edition	Distribution 1	EDP	Distribution 2	Lorry park	Distribution 3	Reader service	Night express	Interreg. trans.	Air transport	Regional transport	Distribution agent	Sales preparation	Sales management	Work processing	Delivery	
Investigate size of all editions, considering school holidays, and bank holidays	(X)	X			X	X										
Order editions based on previous production runs		X	X													
Raise editions for special occasions		X														X

(X) Data delivered after deadline



Sales Planning

Sales Planning		New subscriptions	Train timetable	New flight plan
Distribution 1	EDP	X		
Distribution 2	Lorry park	X X		
Distribution 3	Manufacture			
Reader service	Night express	X X		
Interreg. trans.	Air transport	X X		
Regional transport	Regional distribution agent	X X		
Sales preparation	Sales management	X		
Work processing	Delivery	X		



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Sundry Items

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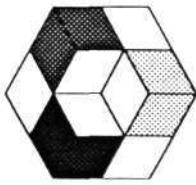


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Alterations service (change of address, change of name etc.)

Message:	Clerk 1	Clerk 2	Secretary	IT	Clerk 3	Isenburg	Agency	Delivered	Abo
Telephone / Fax / Post	X								
Preparation	X								
- Method	X								
- Tour	X			X					
- Form letter	X		X						
EDP input	X		X						
Filing	X								
Send copy								X	
Write card / list				X					
Despatch (envelope, fax)					X	X	X	X	

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Newspapers from other printers/publishers

	Clerk 1	Clerk 2	Clerk 3			
Post: Incoming						
Sort	X					
Input	X					
Distribution area		X				
Despatch with complaints	X		X			

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Single pages

	Clerk 1	Clerk 2	Clerk 3	Neu-Isen	DBH	Archive	Secretariat
Incoming: Telephone / Fax Post							
Wrapper and copy	X						
Write invoice	X						
Despatch	X			X			
Returns		X			X		
Form letter if sold out						X	X
Filing			X				

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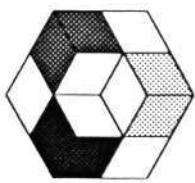
New Subscriptions

Incoming: Fax / Letter	Clerk 1	Clerk 2	Clerk 3	Sec. 1	Market.	IT
Preparation	X					
Type of subscription	X					
Tour	X					
Sector	X					
Student / full subscription	X					
R	X					
BL	X					
Input	X	X				
Note customer number	X	X				
Map				X		
File					X	
Confirmation				X		X
control					X	
Order card				X		
Sort, stamp					X	



Cancellations

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Sales Centres

Message: Fax / Telephone	Clerk 1	Isenburg	Merkur	Driver	AGT/ZG	Sec.1
Find out course	X				X	
Atlas or sales partner	X					
Changes IT	X					
- Other publishers						
- Multi-filing						
1. Alteration note				X	X	
2. Note		X				X
Course list PC						
Output						X
Distribute						X



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New delivery region

	VLS	Secretary	VL	Del. reg	Isenburg	IT	Subs	Marketing
Planning/handling			X					
Protocol	X	X	X	X	X	X	X	X
Distribution point	X			X	X	X	X	X
Subscriptions list	X	X		X		X		
Write to subscribers	X	X						
Contract with del. region		X	X					
Change subscriptions	X							
Change sundry lists		X					X	
Input basic data	X	X				X	X	
Despatch		X						

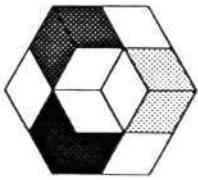
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Actual cost determination (complaints)

	Clerk 1	Clerk 2	AGT/ZVG	Supervisor	Manager
Incoming: Teleph. / Fax / Post					
Sort	X				
Fax	X				
Count	X				
Statistics	X	X	X	X	

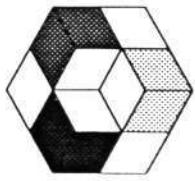


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Samples /Test Deliveries

Incoming: Fax / Post / Telephone	Clerk 1	Clerk 2	Sec.	Marketing	ZVG	Deliverer
1. Sort	X					
- Town	X					
- County	X					
- Land	X					
2. Sort	X					
- Alpha	X					
- PLZ	X					
Type of delivery	X	X				
Input	X	X				
Number	X	X				
Letter (foreign)	X		X			
File				X		

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Complaints

Complaints by telephone	Clerk 1	Clerk 2	Supervisor	AGT/ZG	Isenburg	Deliverer	Sec.1	Sec.2
Talk to subscriber	X							
Control subscriber	X							
Document complaint	X							
Credit voucher	X							
Print	X							
Sort	X		X	X			X	
Fax	X				X			
Despatch	X							



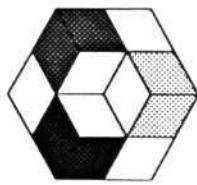
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Description of Sales Functions in Operative Retail and Special Sales

Job	Process	Result	Move to	Aids	Improvements	Rhythm
Retail Sales:						
1. Retail sales guide lines	<p>Client evaluation ads special sales</p> <p>Controlling regulations for special sales</p> <p>Targeted control (e.g. special publications, elections, etc.)</p>	<p>Over all view of the sales situation, control of editions meeting actual demands (extraordinary situations)</p>	<p>Marketing</p> <p>Remains</p> <p>Remains</p>	<p>Client statistics in list form</p> <p>Figures from previous year</p> <p>Special sales calendar</p>	<p>Marketing</p> <p>Remains</p> <p>Marketing</p>	
2. Sales improvement measures	<p>Planning trade fairs</p> <p>Participating in trade fairs</p>	<p>Appearances designed to increase sales and image</p>	<p>Marketing</p> <p>Remains</p>	<p>Plan of events</p>		

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Description of Sales Functions in Operative Retail and Special Sales

Job	Process	Result	Move to	Aids	Improvement	Rhythm
Special Sales: Looking after airlines and service companies Individually	Personal contact External visits. Visit potential new clients Make advertising possible Watch new developments	Improves sales and image	Remains Marketing Remains & marketing	Yellow pages, specialised magazines		
Organisation of Events	Rent appropriate stand and/or rooms Organise the stand construction and removal of stand Arrange technical equipment Look after guests Documentation Invitations and announcements	Looking after image	Marketing	Presentation stands with give aways, media information	Remains	



Description of Sales Functions in Operative Retail and Special Sales

Job	Process	Result	Move to	Aids	Improvements	Rhythm
Telephone sales	Information on delivery possibilities conditions, service Trial period Loyalty reward	Telephone service to promote client contact and win new clients	Remains	ABODIA: Price lists Tour index Loyalty reward list		
Service numbers	Continue advertising to win subscriptions information, special offers, trial deliveries)	Increased subscriptions	Remains	See above		
Correspondence	Answer enquiries (personal letter or standard letter) Evaluation of order statistics	Service to promote client contact and win new clients	Remains	PC, facimile, order forms Marketing		



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Description of Sales Functions in Operative Retail and Special Sales

Job	Process	Result	Move to	Aids	Improvements	Rhythm
Loyalty reward advertising	Schedule leaflets, plan amount of leaflets, advertise own product (filler)	Win new customers	Marketing	Offers from loyalty reward mail order firms		
Loyalty reward routine	Check incoming orders, organise delivery of reward	Win new customers, encourage reader contact	Marketing	PC, ABODIA		
Follow up work after cancellation	After 3 months follow up letter with new trial offer	Renewed subscription	Remains	Address labels		



Description of Sales Functions in Operative Retail and Special Sales

Job	Process	Result	Move to	Aids	Improvements	Rhythm
Mailings (direct advertising)	Choose addresses, personal offer for trail order	Win new customers	Remains	Telephone and address books		
Offer delivery help	Choose newspaper boxes and offer them in advertisements	Total delivery service to strengthen customer contact	Marketing	Offers, catalogues from advertising companies		
Develop new sales arguments	Analyse offers and develop arguments for subscriptions	Win new customers	Marketing			
Sales counter service	Advice, receive customer wishes	Customer service	Remains			

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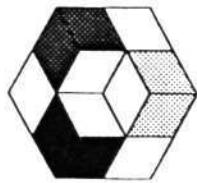


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Marketing / Sales Area: Sales/Service - Subscriptions

Job	Process	Daily	Time needed/ week/ empl	Move to?	Improve- ments	Requirements for future system
Correspondence	Standard and individual	Daily	25 hours			Standard correspondence
Send confirmation	Control EDP confirmation, sort (with card), eventually stamp (agency)	2 x week	1 Hour		PC solution in planning (supported by “Siron”)	Automatic form letter generation
Send confirmation of cancellation	Individual confirmation - Data from ABODIA - Actualise serial file - Supplement individually - Print - Sort in enclosures	Daily	3 Hours			No longer nec- essary after installation of “Siron”
Register cancella- tions	Register, sort and count	Daily	2 Hours			

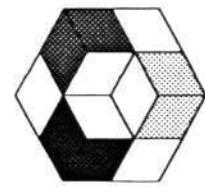
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Marketing / Sales Area: Sales/Service - Subscriptions

Job	Process	Daily	Time needed/ week/ empl.	Move to?	Improve- ments	Requirements for future system
Invoice for: - Delivery cost dis- tributors - Delivery cost other papers	Credit notes for distributors Invoice for other publisher other papers	Monthly	6 hours 24 hours /empl.			Automatic Electronic admin. for data from interface to accounts
Statics	Evaluate and distribute monthly IT statistics	Monthly			Direct data search through Siron	
Publication freq- uency	Establish publication frequency; compare with frequency of dis- tribution partners, check deviations	Yearly				Automation: actual data machine converted
Price changes	Actualise documents					

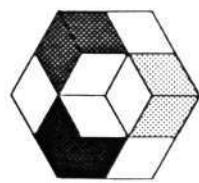


Area: Sales/Service - Subscriptions Basics

Job	Process	Daily Weekly Monthly	Time needed/ week/ empl	Move to?	Improve- ments	Requirements for future system
Telephone service:	Alterations received by telephone, input in ABODIA	Daily			Direct exchange between ABODIA masks System supplementation of tour org.	direct access to multi-use (changes, complaints etc.) with user friendly surface
1. Subscription Alterations	New subs. and sample delivered ordered by telephone. Service talks; process subscriber data in ABODIA	Daily				Electronic tour book
2. Orders	Receive complaints by telephone, process in ABODIA. Send repeat delivery order info and figures by fax to ZVG				Mask extension in ABODIA - Split complaints and information statistics - Extend text field	Fax orders from system over central "Fax Mailbox"
3. Complaints	Actualise documents				Accessible standard Information on tour situation	System integrated information on tour situation
Price changes						

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Area: Sales/Service - Subscriptions Basics

Job	Process	Daily Weekly Monthly	Time needed/ week/ empl	Move to?	Improvements	Requirements for future system
Correspondence processing	Sort according to contents. give appointment information to appropriate persons. Preparation: Method, tour, post code. Process in ABODIA	Daily	25 hours		Direct input in system Electronic tour book	
1. Incoming post	Preparation as above	Daily	20 hours			
2. Deliveries and Sample deliveries	Sort documents according to dossier and file	Daily	5 hours		Electronic Filing Alternative A: only end filing numbered documents	Alternative B: Electronic filing in continuation to integrated document administration
3. Continual Filing						

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Area: Sales/Service - Subscriptions Despatch



Job	Process	Daily Weekly Monthly	Time needed/ week/ empl	Move to?	Improve- ments	Requirements for future system
Info for deliverer						Systemisation
a. Subs. alterations	Alterations direct to deliverer from EDP sorted per tour and enveloped Distribution to N 1 for despatch	Daily	10 hours	Except for processing complete move to despatch area	Uniform despatch of all information (1 envelope per tour) Envelopes by sales. Commission same as for other publications	Alternative A: Process all information in system Automatic processing of information just before production begin. and processing of separate Commissioning enclosures
b. Complaints	Print of ABODIA processes complaints, sorted per tour.Course sorting and enveloping. Distribution to N 1 for despatch				Course in ABODIA- kept for messages resulting from production	Alternative B: Electronic transfer of all data and ZVG and agencies. Decentral further distribution.If the appropriate equipment is available.
c. Other messages	As for b				Message to other publishers, sorted per tour, course, enveloped . Further distribution to N1	Problem occurs by short notice change of delivery
d. Other publications						



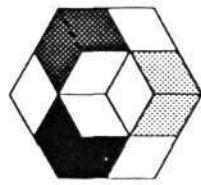
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Area: Sales/Service - Subscriptions Despatch

Job	Process	Daily Weekly Monthly	Time needed/ week/ empl	Move to?	Improve- ments	Requirements for future system
2. Single pages - Despatch - Invoicing	Send single pages or arrange for despatch by NI, enclose remittance slip and invoice. Check invoice with accounts	Weekly	2 hours	Voucher copy despatch	PC Solution Together with single page despatch of the ads. honorar and sales departments	
3. Sales vouchers	actualise EDP check list and address labels. Make voucher book ready for despatch	Monthly	1,5 hours 6 /month	Post	Check addresses, ask for necessary number of vouchers from post department	
4. Despatch single vouchers “charitable journeys”	“Charitable Journey” check length of subs. Arrange for despatch of voucher or pen for subscriber	Daily	2 hours	Post	Automatic check of minimum length of subscription for “Charitable Journey”	

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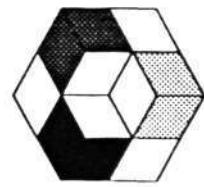
Area: Sales/Service - Subscriptions

Basics

Job Correspondence processing	Process	Daily Weekly Monthly	Time needed/ week/ empl	Move to?	Improvements	Requirements for future system
1. Incoming post	Sort according to contents, give appointment information to appropriate persons. Preparation: Method, tour, post code. Process in ABODIA	Daily	25 hours			Direct input in system
2. Deliveries and Sample deliveries	Preparation as above	Daily	20 hours			Electronic tour book
3. Continual Filing	Sort documents according to dossier and file	Daily	5 hours		Electronic Filing Alternative A: only end filing numbered documents	Alternative B: Electronic filing in continuation to integrated document administration

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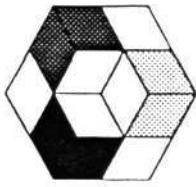


Area: Sales/Service - Subscriptions Despatch

Job Info for deliverer	Process	Move to?			Improve- ments	Requirements for future system
		Daily	Weekly	Monthly	Time needed/ week/ empl	
a. Subs. alterations	Alterations direct to deliverer from EDP sorted per tour and enveloped Distribution to N 1 for despatch	Daily	10 hours		Except for processing complete move to despatch area	Uniform despatch of all information (1 envelope per tour) Envelopes by sales. Commission same as for other publications
b. Complaints	Print of ABODIA processes complaints, sorted per tour.Course sorting and enveloping. Distribution to N 1 for despatch					Course in ABODIA-kept for messages resulting from production
c. Other messages	As for b					Message to other publishers, sorted per tour, course, enveloped . Further distribution to N1
d. Other publications						

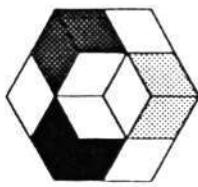
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Area: Sales/Service - Subscriptions Basics

Job	Process	Daily	Weekly	Monthly	Time needed/ week/ empl	Move to?	Improve- ments	Requirements for future system
Telephone service:	Alterations received by telephone, input in ABODIA	Daily					Direct exchange between ABODIA masks System supplementation of tour org.	direct access to multi-use (changes, complaints etc.) with user friendly surface
1. Subscription Alterations	New subs. and sample delivered ordered by telephone. Service talks; process subscriber data in ABODIA	Daily						Electronic tour book
2. Orders	Receive complaints by telephone, process in ABODIA. Send repeat delivery order info and figures by fax to ZVG Actualise documents						Mask extension in ABODIA - Split complaints and information statistics - Extend text field	Fax orders from system over central "Fax Mailbox"
Price changes								Accessible standard Information on tour situation
								System integrated information on tour situation



Area: Sales/Service - Subscriptions Despatch

Job	Process	Daily Weekly Monthly	Time needed/ week/ empl	Move to?	Improve- ments	Requirements for future system
2. Single pages - Despatch - Invoicing	Send single pages or arrange for despatch by NI, enclose remittance slip and invoice, Check invoice with accounts	Weekly	2 hours	Voucher copy despatch	PC Solution Together with single page despatch of the ads. honorar and sales departments	
3. Sales vouchers	actualise EDP check list and address labels. Make voucher book ready for despatch	Monthly	1,5 hours 6 /month	Post	Check addresses, ask for necessary number of vouchers from post department	
4. Despatch single vouchers “charitable journeys”	“Charitable Journey” check length of subs. Arrange for despatch of voucher or pen for subscriber	Daily	2 hours	Post	Automatic check of minimum length of subscription for “Charitable Journey”	