

Enjoy reading with first-class service

Optimum sales structures with PTV Map&Market

All people waiting their turn at the doctor's or at the hairdresser's, appreciate them: The variety of magazines to suit every readers' taste. With 'Leserkreis Daheim', the biggest reader circle in Germany, Daheim Liefer-Service GmbH provides its business and private customers with magazines and services on a rental basis. The required selection of magazines is delivered, picked up and finally 100% recycled. A cost-effective, useful and ecofriendly service. The company has optimised sales by using the GeoManagement tool PTV Map&Market to intensify their customer service.

User: **Leserkreis Daheim**, largest company for magazines on a rental basis in Europe, 24 subsidiaries in Germany, 90 different magazines. Approximately 40% of the magazines are distributed to private customers, about 60% are available at public places, 25 million magazines are annually delivered, the number of new customers increases by 8,000 per year.

Task: Optimising sales structures

Solution: Professional GeoManagement with PTV Map&Market

step, the existing customer addresses were geo-coded, visualised on a map and classified for strategic planning. In this way you will immediately discover 'white spots' at first sight. This means that our sales force team is now able to efficiently acquire customers in order to condense delivery districts thus saving costs. In addition, we stay one step ahead of our competitors," says Klawikowski.



Digital maps and contented customers

The company was looking for a software to manage the following tasks: Display of customers on a digital map, efficient personnel planning and exact potential analysis. Marion Liebermann, head of data management, explains that her company learned about PTV on the Internet.

"We used to plan with conventional maps highlighting the customer locations with pins." Volker Klawikowski, head of the department Data Processing and Management, remembers: "We planned everything manually with the help of extremely long lists." PTV Map&Market and its exact address display, even down to house numbers, convinced us right from the start. The detailed street level coverage is also advantageous for planning locations and districts.

Tapping the full potential

We mainly use the software for analysing the structure of existing subsidiaries. Another target is to optimise historically grown delivery districts. In a first

Great choice: 90 different magazines are available

In a second step we had to efficiently distribute the customers to the 24 branch offices. The customers were assigned to 8 districts per branch office based on realistic road kilometres. An extremely detailed planning compared with the conventional direct distance planning. The new planning approach enables a clear and cost-effective distribution. In the near future we will also tackle location planning for our branch offices.

"The adjustment to the new program was quite fast", explains his colleague, "PTV trained us at our premises and the visualisation can be applied intuitively. Furthermore, we are very satisfied with the individual service provided by PTV.

Volker Klawikowski is extremely pleased about the quick display of actual statuses in the delivery districts. In addition, he benefits from the information on optimisation and savings potentials. PTV Map&Market will help us to tap the full optimisation and savings potentials.