

The logo consists of the lowercase letters 'tcn' in a bold, white, sans-serif font, centered within a solid orange square.

your voice everywhere

TCN

Leading Call Center

Cloud Technology

CASE STUDY



LEE ENTERPRISES CASE STUDY: CUSTOMER EXPERIENCE, REVENUE AND INSIGHT

LEE ENTERPRISES

- Lee is a leading source of print and digital news in over 50 markets across the U.S. Currently driving significant digital growth and holding prominent historical standing in the communities they serve. Lee required a comprehensive means of managing and communicating with its large network of subscribers.



THE CHALLENGE

- Lee needs to be able to communicate with 25 million readers quickly and effectively. As the main source of local news in the communities they serve, Lee values solutions that offer full customization capabilities to tailor reader outreach efforts to different markets. To accomplish this, Lee's readership outreach called for lightning fast development and customization of highly specific campaigns for retention, customer satisfaction and other performance indicators.



THE SOLUTION

- Lee turned to TCN's cloud-based contact center solution to capitalize on our extensive circulation and retention experience. Lee relies on TCN to schedule and implement automated calls addressing **first and last days of grace, new start verifications, subscription updates, credit card declines, Vacation Restarts**, and more. TCN also empowers Lee to optimize agent time by including an option to speak to a live representative during automated calls, maximizing outreach while restricting agent time to just those complex calls that require a human touch.
- In addition to readership contact, Lee also uses TCN to pull and analyze daily reports on recipient activity and responses. These figures remove the guesswork from audience targeting, helping Lee better understand its reader base and make informed decisions regarding reader engagement and activity.

➔ **THE SOLUTION** continued

- **Upload one list for 50 pubs**
- Break out to 50 different templates
- Personalize each template to specific pub/campaign
 - Caller ID – Greeting – Call-back # - Linkback #
- Assign start time by time zone/pub preference
- Process CC Payments
- Register Missed Deliveries
- **Linkback to customer service**

THE 'WOW' FACTOR

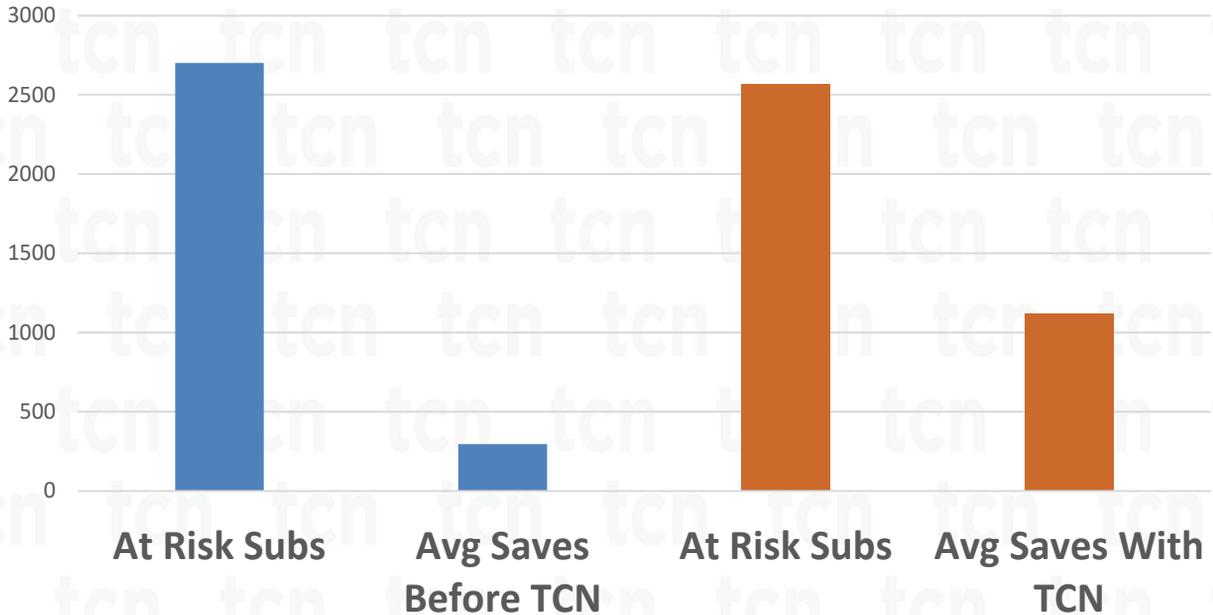
- **Intricate Customization:** Under significant time constraints, TCN helped Lee design and implement a complex retention system from the ground up in **ONE WEEK**. This complex project was one of TCN's many highly successful customizations. **"No matter what we're working on, my representative is attentive and makes sure we get exactly what we need to succeed."** TCN consistently delivers quick, high-quality custom work to help clients build projects to their precise specifications, resulting in perfectly tailored and highly effective communication tools.
- **Quality Support:** From installation to ongoing support, TCN goes above and beyond to provide reliable, responsive service that promotes client growth. **"The implementation process was smooth and timely, and I can always rely on customer support when I need it."** Lee isn't the only company that relies on TCN to go the extra mile in optimizing its advanced solution to meet their needs. Expert TCN representatives get to know each client inside and out, personalizing support and customizations to their unique operations. **"One of the biggest values of using TCN is the customer service I have received."**
- **Improved Functionality:** TCN's seamless integration into existing operations and extensive customization and automation capabilities drive efficiency, productivity and revenue. **"We love working with TCN. They address all our needs in a timely, professional fashion, and everything runs smoothly on a daily basis."**

Paper	Unique Phones	% Answered	% Answered Linkcall	% Invalid	% Machine
TOTAL	344	41.6%	13.1%	13.4%	46.2%
AUBAUB	20	50.0%	25.0%	5.0%	45.0%
BDSBDS	2	50.0%	0.0%	0.0%	50.0%
BILBG	41	41.5%	14.6%	14.6%	46.3%
BISBT	29	3.4%	3.4%	31.0%	75.9%
BLMPA	37	37.8%	13.5%	5.4%	59.5%
BUTBUT	19	52.6%	21.1%	15.8%	42.1%
CARSI	344	41.6%	13.1%	13.4%	46.2%
CASCAS	26	30.8%	7.7%	15.4%	53.8%
CHPCHP	5	0.0%	0.0%	20.0%	100.0%
CORADH	36	52.8%	27.8%	2.8%	44.4%
CORCOR	14	35.7%	0.0%	0.0%	64.3%
CSBCSB	3	66.7%	33.3%	0.0%	33.3%
DECHR	44	34.1%	13.6%	11.4%	59.1%
DECJGTC	11	63.6%	54.5%	9.1%	27.3%
ELKELK	5	40.0%	20.0%	0.0%	60.0%
ELCARS	6	66.7%	46.7%	22.2%	46.7%

Lee Outbound Call Analysis

BHMG NC Results

Saves



SUMMARY OF TCN

- Outbound auto dialing with voice or key press responses
- Blended outbound/inbound call center system
- Smart IVR
- Automated credit card processing
- SMS
- Email - Simple or HTML
- Data Management System (DMS)

TCN Technology Overview

