

Periodical Subscription Management System

Implementation Partner: Valuprosys Technology | Customer: Beijing Hearst Advertising

ABOUT PARTNER

Valuprosys Technology is a technology solutions provider specializing in no-code/low-code, management system custom development, and RPA robotic process automation implementation.

With a focus on process optimization, Valuprosys has worked with organizations across various industries such as healthcare, manufacturing, logistics, media, and more.

CUSTOMER AT A GLANCE

Beijing Hearst Advertising Co., Ltd (Shanghai Branch), is a subsidiary of Hearst Corporation, one of the nation's largest diversified media, information, and services companies with 360+ businesses including major interests in cable television networks, television stations, and more.

Based in Shanghai, the company has published nearly 300 editions of publications in 84 countries and regions.



Industry:
Media



Country:
China

CHALLENGES

- Business grows rapidly, yet legacy system was struggling to manage the massive amounts of data
- Needed to deal with complicated customer subscription processes, which took an enormous amount of time
- Unable to keep track of the logistics processes and gift inventory

SOLUTION

A **Periodical Subscription Management System** was built on the Joget platform to automate, simplify, and accelerate the company workflows with an orchestrated subscriptions, customer events, and logistics management.

Upon implementation of the solution, Beijing Hearst Advertising significantly reduced the time needed to generate gift picking lists and was able to meet the shipping schedule.

They now have a better user experience with happier customers.

RESULTS

- ✓ Effectively automated administrative tasks associated with subscriptions, customer events, and logistics management
- ✓ Automatically generated gifts picking lists to meet the shipping schedule for a better customer experience
- ✓ Integrated call center that allows the company to automatically identify caller information and keep track of the status
- ✓ Optimized inventory levels with a streamlined supply chain process, enabling the company to significantly enhance services and increase workflow efficiency
- ✓ Eliminated unnecessary human labor with an automated logistics management system, resulting in improved accuracy and faster delivery times



200%
Optimized supply chain processes



100%
Less time to generate packing lists



200%
Happier customers