



# CASE STUDY

reachmedia

A LOCATION-ENABLED SOLUTION LEADS TO STREAMLINED PROCESSES AND REDUCED COSTS FOR NEW ZEALAND'S LARGEST PROVIDER OF UNADDRESSED MAILING SERVICES

# A location-enabled solution for effective targeting of unaddressed mail has streamlined processes and reduced operating costs for New Zealand's largest provider of unaddressed mailing services.

Reachmedia - which operates an unaddressed mail network that spans New Zealand and reaches 1.5 million mail residential delivery points - needed an easy-to-use mapping solution that would quickly and accurately build jobs for the targeted delivery of unaddressed marketing material.

Not only did the solution need to account for factors like proximity to given locations, it also needed to be able to factor in demographic variables like purchase behaviour or household income.

Read this case study to understand how Reachmedia identified that they had an opportunity to improve their business; why they partnered with Critchlow to build a robust solution; and the outstanding business results that the solution delivered for Reachmedia.

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- Tim Macmillan, GIS Team Leader

## Business results

Critchlow's solution delivered the following business outcomes for Reachmedia:

The new smart job building solution, code named "Reach IQ", enabled a legacy system to be decommissioned. GIS Team Leader Tim Macmillan explains that this mitigated significant licensing fees and hosting costs in the current financial year. He expects that ongoing maintenance costs will reduce by around 60% per annum.

In addition to the reduction in operating costs, Reach IQ also improved productivity, with the GIS team experiencing an approximate 20% increase in capacity because additional functionality allowed jobs to be built by the customer services team, says Tim.

Reach IQ has also improved Reachmedia's ability to compete in the marketplace. Tim confirms that turnaround time for quotes has reduced by more than 20% and customer feedback on their new maps has been very positive.

"Initial feedback from the customer services representatives, the core users of Reach IQ, has been very positive. Usability of the new system is far superior and the flexibility and additional functionality is delivering real efficiencies in the team. Users are happy because they can do more without jumping from one system to another," he explains.



## The problem

The previous system met the business' needs when it was commissioned several years ago, but required a major overhaul to meet Reachmedia's current and future requirements. Tim describes some of the key issues experienced by users as:

- Inconsistent network data between systems was resulting in wasted time reconciling jobs
- The system offered little control over map formats, and provided no ability to update core data in-house, incurring additional external costs
- Inability to display store locations resulted in many job builds and mapping assignments being deferred to the GIS team
- Many targeted jobs required manual build outside the existing application.

## The solution

Critchlow built Reach IQ using an advanced MapInfo® platform which delivered all functionality required while improving usability and performance.

Critchlow identified some key enhancements that would deliver real business value, all of which Reachmedia opted to include in the final solution.

Building the application on MapInfo® technology meant flexibility with deployment options and architecture to suit Reachmedia's environment and budget.

Critchlow delivered Reach IQ in a short timeframe due to their knowledge of the business and the smart MapInfo platforms. This rapid deployment enabled the legacy system to be decommissioned in the current financial year and realised significant savings – decreasing “time to value”.

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- Tim Macmillan, GIS Team Leader

## Partnership was key to success

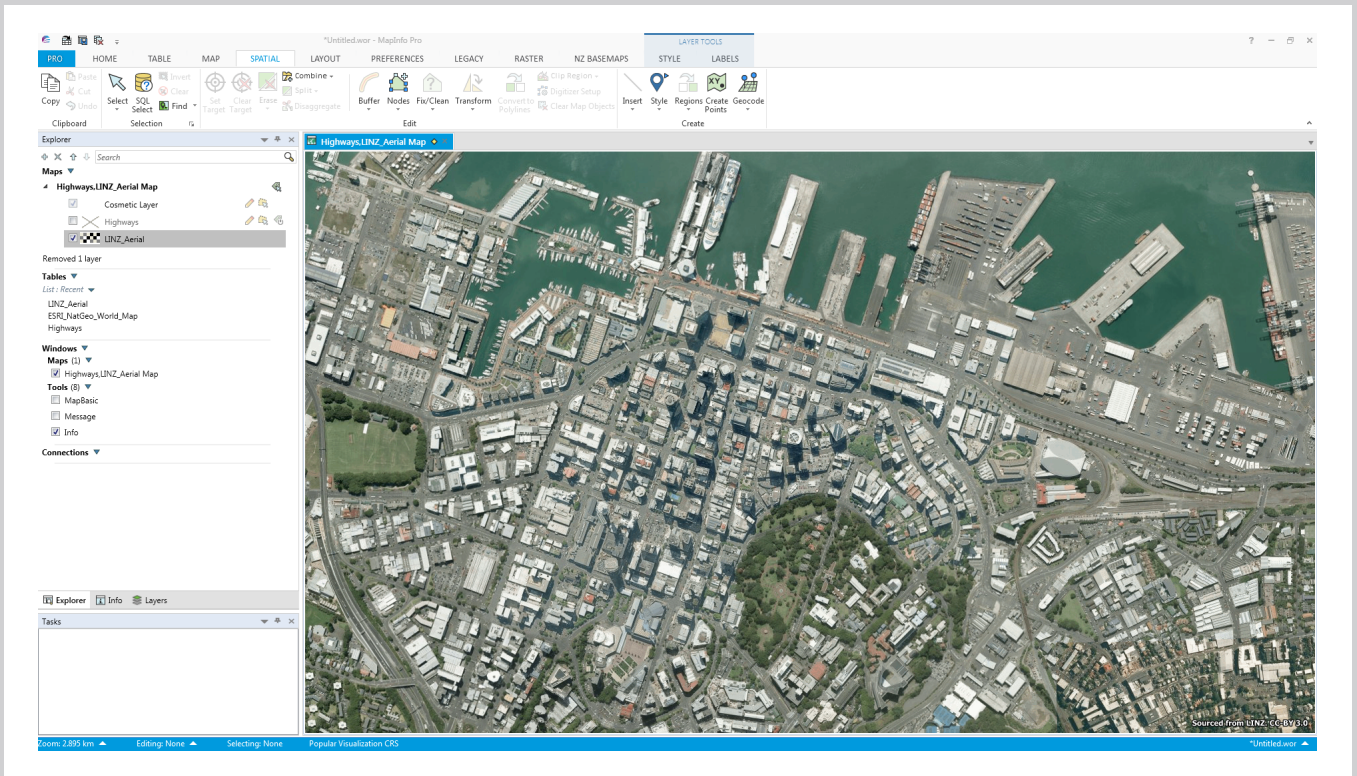
According to Tim, Critchlow's understanding of the industry made a real difference to the success of the project.

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Steve Allan, Reachmedia's Chief Financial Officer says: "We selected Critchlow as they came up with a very practical approach that worked for our business. The project went to plan and Critchlow delivered."



A series of workshops identified some key ideas for enhancements and additional functionality that would improve overall workflows and efficiency. Reachmedia took the decision to include all of these enhancements in the final solution.



## About Reachmedia

Reachmedia operates an unaddressed mail delivery network that spans New Zealand, and reaches 1.5 million residential delivery points.

Reachmedia's 5,000+ contractors deliver over 800 million pieces of advertising material per annum to this network of residential addresses. Around 200 area supervisors are responsible for ensuring everything runs smoothly in the field.

In addition to volume distribution, Reachmedia also offers a range of options to target particular groups of consumers to ensure the right messages reach the right people. The residential network can be segmented on a variety of factors including drive-time from store, geodemographic factors, purchase behaviour or spending patterns.

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