

department soon found that the volume of phone calls got out of control. And more importantly, although they were talking to thousands of subscribers every month, there was not pattern tracking in subscriber communication.

"How do we know what customers want to see this season? Is it a program on 'Thai cuisine' or 'Pastries of the World'? What is the most frequently asked question? Is it "How do I preserve the taste and value of my wine?" Answers to these questions are clear indicators to the type of content that must appear on the Network's Web site and the type of programming content that has high probability of extensive viewership. Talisma helps Scripps Cable Television Networks track all of these programming-critical issues.

In 1999, with HGTV, DIY and Food Network's subscriber base growing rapidly, Scripps Networks sought customer contact via an email address that they published on their cable channels and Web sites. Just as it happened with letters and phone, there appeared a deluge of email. However, without an accurate record of the subscriber interaction from which to determine an answer, Scripps faced the question: Do we know what our subscribers really want?

Scripps Networks decided to deploy a CRM application to help capture subscriber interactions across multiple media—letters, phone, emails, and Web forms. After an exhaustive evaluation of CRM software from a number of vendors, Scripps chose Talisma. Why Talisma? Tammy Esser, Director of the Scripps Networks Viewer Services Department says, "Talisma has the Microsoft 'look and feel.' Because of familiarity with software programs such as Microsoft Outlook and Microsoft Word, my staff training following implementation of Talisma's CRM was much less cumbersome than expected. This made it easier for the Viewer Services Representatives (VSRs) to adjust to a new system. The user-based evolution aspect of Talisma meant that we didn't put unnecessary dollars behind another product that came with the bells and whistles that we weren't ready to use. Our business is still growing and our needs are constantly changing. And Talisma is a CRM product that evolves with our business. More importantly, Talisma is a value-for-money solution."

Results – Talisma at Work in HGTV

Multimedia Interaction Management: Incoming phone calls, email messages, and content of letters are logged in the Talisma Service Suite. Unlike the pre-Talisma ad hoc handling of subscriber interactions, today, communication across all media is systematically recorded and categorized for intelligent data mining and message search.

Auto Text and Response Templates: Nearly 25% of all inquiries relate to commonly asked questions about similar issues. Talisma Auto Text and Response Templates improve VSR productivity, allowing them to simply insert pre-created answers into otherwise highly personalized emails with a single mouse click. VSRs now have more time to devote to complex queries.

Advanced Search: The Web site department mines subscriber data to create and post high-value content to the Web site.

Mailing lists: The highly flexible mailing list creation utility in Talisma allows the Marketing department to finely define target audiences for relevant newsletter content. For example, residents of a specific region may receive news informing them of the celebrity visit to their area, or a Food Network cookery show arriving to a town nearby, and so forth. This pinpoint identification of targets ensures that the response ratios to campaigns are high.

Talisma Campaign: The intuitive, graphical campaign-design functionality in Talisma allows the marketing department to create content-rich mailers; schedule diverse actions in different stages of the campaign; assign owners to various stages, and essentially automate what in reality is a complex multi-wave, multi-step, marketing campaign.

Audit Trail: The comprehensive event-capture feature of Talisma is highly valued by Scripps Network. The audit trail keeps track of every manual and automatic activity for posterity. The Network particularly values this because it allows them to know subscriber's expressed and implied needs and tune programming and Web site content to their liking.

Analytics: The rich and robust reporting functionality in Talisma has enabled Scripps Network to analyze subscriber data to an extent never before possible and base proactive business decisions on real data and not pure gut-feel.

Summary

Scripps Networks continues to grow its subscriber base for HGTV—Home and Garden Television, DIY—Do It Yourself Network, Fine Living, and Food Network on the strength of highly targeted marketing communication using the Talisma Marketing Suite. The Network maintains its competitive advantage over others by providing speedy and high-quality responses to email, phone calls, and letters sent by viewers. A combination of relevant marketing and prompt customer service has resulted in high subscriber satisfaction translating to direct growth in the subscriber base.

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