



*On-the-go Technology >>
for the Newspaper Industry*

The San Francisco Chronicle

The San Francisco Chronicle is the largest newspaper in Northern California and the second largest on the West Coast, with a daily circulation of 512,129 and a Sunday circulation of 539,563. Wanting a real-time view of their redelivery process, the paper contacted Synchronex for help.

Before Synchronex: Subscriber Cancellations Too High

The San Francisco Chronicle had always used one-way pagers to communicate with re-delivery personnel. Trouble was, they didn't know until after the fact when a redelivery was made. If a customer called customer service after the pager call went out, all customer service could tell them was that a paper was on the way. Without a real-time view of the redelivery process, the paper was unable to reduce cancellations by providing improved customer service.

Dispatch Edition: Web-enabled Communication

By equipping its staff with web-based mobile phones, *The San Francisco Chronicle* software improved communication between its customer service team and delivery personnel. Personnel in the field now can easily access and update route and delivery information in real-time via their cell phones and respond more quickly to customer complaints. They can access vital customer information on demand. And customer service can monitor their progress via the web.

"Dispatch Edition gives papers two-way communication via one hand-held mobile device that links directly to an online dashboard where managers can monitor progress or stay in touch with the field from the office, the road or at home," said Mike Pirello, President of Synchronex.

After Synchronex: Better Service Reduces Cancellations

With Synchronex Dispatch Edition, *The San Francisco Chronicle* software has improved visibility into its redelivery service. Managers and customer service reps enjoy real-time access to online views of redeliveries in progress. And subsequently, customer satisfaction has increased and cancellations have been reduced.