

Product

Representation in Europe (outside France) and North America including Sales and Customer Services for Europe

Client Profile

Based in France, EDP Sciences is a multi-disciplinary publisher with international reach

Business Need

To grow their expanding product portfolio, to reinforce the North American and European markets, to promote content to international consortia, to improve customer communication and awareness.

Solution and Benefits

To outsource North American and European sales, and customer service to Accucoms, providing a single local point of contact for all issues.

In their own words

“The people at Accucoms are multi-lingual; they understand the industry and their markets, are open and helpful.”
Sylvie Wallimann, Sales Manager, EDP Sciences

The Challenge

EDP Sciences (*Édition Diffusion Presse Sciences*) is a subsidiary of learned societies, working closely with the scientific world. It is involved in the communication and dissemination of science to an international audience and publishes 45 scientific and technical journals.

EDP Sciences is continually growing and adapting to new challenges and so as a result, it is expanding its title list, moving into new areas of research such as medicine and experimenting with new business and purchasing models.

In the area online content, site wide licenses and consortia deals, the company was looking for a way to grow its international business and respond to changing customer requirements. They quickly recognized that they needed local presence to be able to respond effectively to customers and develop relationships with key consortia. Whilst everyone at EDP Sciences speaks both English and French there are few other language skills within the company so that also needed to be addressed.

EDP Sciences recognized that the complexities of selling into different international markets whilst experimenting with new business models such as Open Access meant they simply did not have enough people to be able to effectively meet all the challenges they faced.

The Solution

To be able to achieve everything EDP Sciences wanted to achieve, they needed some additional resource and the most obvious solution for them was to outsource sales and customer service functions to someone who could respond in local languages, understand the intricacies of many different markets and develop key relationships.

The language capability was one of the most important factors in selecting a partner – it was crucial that as well as having multi-lingual capacity, the partner organization had someone who could speak both English and French fluently in order to communicate effectively with everyone at EDP Sciences. It was also important that the partner organization shared the same work ethos and commitment and would be able to work well with the team at EDP Sciences.

EDP Sciences talked to different organizations but Accucoms seemed the ideal partner. “We instantly liked their approach” said Sylvie Wallimann, Sales Manager, EDP Sciences. “They offer a highly individual service and their structure and set-up is very similar to ours and so we knew that we would be able to work with them well”.



Accucoms Services

Representation Services
in Europe, North America
and Latin America

Proactive & Multilingual
Customer Service

Key Account
Management

Field Sales

Global Telemarketing
Projects

Renewal Campaigns

Trial Promotions

Upgrading & Up-selling
Campaigns

Market Mapping/Sizing

Market Research

Gap Analysis

Contact Details

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The Service



Accucoms role is to search for new customers, qualify leads, promote new and existing titles, set up free trials, arrange quotes, close sales and set up consortia deals in Europe, Canada and USA. In Europe, Accucoms also deals with all customer service issues and manages the relationships with their library customers which is of great importance to the publisher. In addition, Accucoms represents EDP Sciences at key scientific and industry events and provide a local point of contact for customers and prospective customers in those regions.

The communication between the two organizations is open and ongoing with email and telephone correspondence daily. There is a monthly telephone meeting with all the Accucoms account managers and the EDP Sciences team where issues get discussed and ongoing strategy agreed.

Results

One of EDP Sciences main objectives was to develop relationships with consortia in the US and Europe and this is working really well so far. "Working with consortia is very time consuming but because Accucoms already has many good relationships with key people, they are able to promote our content much more effectively than we are able to" commented Sylvie. In addition, one of the best ways to generate new business is to set up free trials for customers and Accucoms have increased the number of trials set up by about 50% on last year. They seem to be setting up more free trials every week which is extremely encouraging. On the customer contact side, Accucoms is helping EDP Sciences resolve issues that had been acting as a barrier to further sales, because of a language barrier or the time difference and none of them have been insurmountable. Customers seem to be very happy that there is a local representative to talk through their issues with.

Although it is too early to be able report final results, EDP Sciences is confident that they will see an increase in the number of subscriptions since the signing of the contract last September.

A Final Word

"Accucoms helps us reach more people than we were able to before, and develops a larger community while maintaining regular contact. For us, the relationship is working extremely well. We hope soon to deliver results and increase our turnover so we would be very happy" said Sylvie.