



# SPi Global provides author support and significantly reduces response time

## CHALLENGE

### Global Publisher had large volumes of queries from authors not being responded to

A leading global publisher of print and electronic works was seeking to assist and respond to their hundreds of authors more efficiently. From general account queries to status of manuscript submissions, to copyright & licensing to benefits and much more – SPi was tasked to find a way to efficiently handle the authors' most pressing concerns.

## SOLUTION

### SPi sets up Salesforce Platform

For the authors, quick and easy access from any touch point, using any device was key. SPi set up a Salesforce platform that provided e-mail, web and chat support to key stakeholders in the publishing process. Outgoing calls were made too, when necessary. Authors, Production Editors and Reviewers were all included in the loop. Specialists were also placed on standby to open query cases and extract unassigned cases for resolution.

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For more information on how SPi Global can add value to your content, please contact:

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**RESULT**

**Response times decrease 45% as 350 cases per day were attended to**

Ease of use and quick access led to faster resolution of cases as 350 cases a day were attended to. Response time improved a full 45% as the platform enabled salesforce to respond within 7.5 minutes.

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**ABOUT SPi GLOBAL**

We are the world's leading provider of content technology solutions in the information industry. We maximize the value of your content with our comprehensive suite of products and solutions, encompassing the extraction, processing, transformation and enrichment of content.