

A photograph of a red tractor with a combine harvester attachment, working in a vast green field under a clear blue sky. The tractor is moving from left to right, leaving tracks in the soil.

CASE STUDY: Farm Journal

Client objectives

The customer wanted to find an outside contact center partner with the capabilities to coordinate and manage an outreach program to its current and lapsed magazine subscribers. The goal of the campaign was to encourage these groups to either *renew* or *reinstate* their annual subscriptions.

About

Farm Journal Media (FJM) is the nation's leading agricultural publishing company. Its flagship publication, *Farm Journal*, has been in existence for over 130 years. Along with publishing a variety of other farm-related magazines, FJM distributes daily farm reports, runs the popular website, AgWeb.com, licenses detailed subscriber and industry data, and produces the syndicated radio show, "[AgriTalk](#)".

The challenges

The Client did not have an in-house contact center or enough internal staff to dedicate to this endeavor full-time. *Farm Journal* recognized that to successfully retain or recapture this potential revenue stream, they needed to enlist an outsourced partner with the skill and ability to manage their campaign on a 24/7 basis. *They turned to AnswerNet.*

The solution

AnswerNet's Webster City team got to work immediately by calling the client's subscribers and locking in the subscriptions they sought. After payments were processed, we conducted a live survey with their consumers to capture additional demographic information for FJM's robust database.

The results

AnswerNet spent over 2,400 hours per month reaching out to FJM's consumer base. As a result, FJM discovered they had more control and understanding over their revenue flow. FJM also was able to take advantage of AnswerNet's large call center network for special promotions and events.

According to FJM, the greatest benefit to them was finding a partner they could trust to manage such an important process on their behalf – without having to devote their own manhours and resources to make it happen.

We continue to conduct monthly outbound call campaigns on behalf of Farm Journal.

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