Taylor & Francis

The Project:

Taylor & Francis chose MasterVision in order to introduce comprehensive customer usage reporting – joining together all orders, usage and denials data to create a combined picture of customer activities in a single place.

- MasterVision has made it possible to integrate each customer's subscriptions, usage and denials activity from the entire journals customer base.

- Taylor & Francis staff now have user-friendly access to this vast set of valuable information, and MasterVision has quickly become established as a core tool for driving sales.

- Taylor & Francis and DataSalon have worked closely together to provide tailored reporting tools, making it easy for staff to explore in detail how customers engage with different products, packages and collections.

- MasterVision also calculates cost per download scores for each customer, and forecasts likely end of year usage and denials figures.

- The end result is that Taylor & Francis staff now have all the core statistics for every journals customer available on demand.

> *MasterVision has transformed the way we interact with customer data: both drastically reducing the time taken to retrieve data and do complex analyses, and allowing staff to better understand and respond to the needs of our global customer base.*
>
> **Jo Cross, Head of Research and Business Intelligence, Taylor & Francis**

Taylor & Francis Group
an **informa** business

Taylor & Francis Group partners with researchers, scholarly societies, universities and libraries worldwide to bring knowledge to life. As one of the world's leading publishers of scholarly journals, books, ebooks and reference works their content spans all areas of Humanities, Social Sciences, Behavioural Sciences, Science, and Technology and Medicine.


Our Approach:

MasterVision's single customer view has been tailored to provide a comprehensive picture of what customers are spending, downloading and being denied access to.

Clear headlines allow staff to explore in detail how customers and consortia engage with different products, packages and collections as well as providing valuable forecasting data.

Sales staff can quickly access key metrics for a given customer to accurately inform renewal and sales conversations.

Staff can drill-down to see breakdowns by products and collections and analyse usage by current and archive content.

DataSalon
Better data. Better insight. Better business.

Taylor & Francis
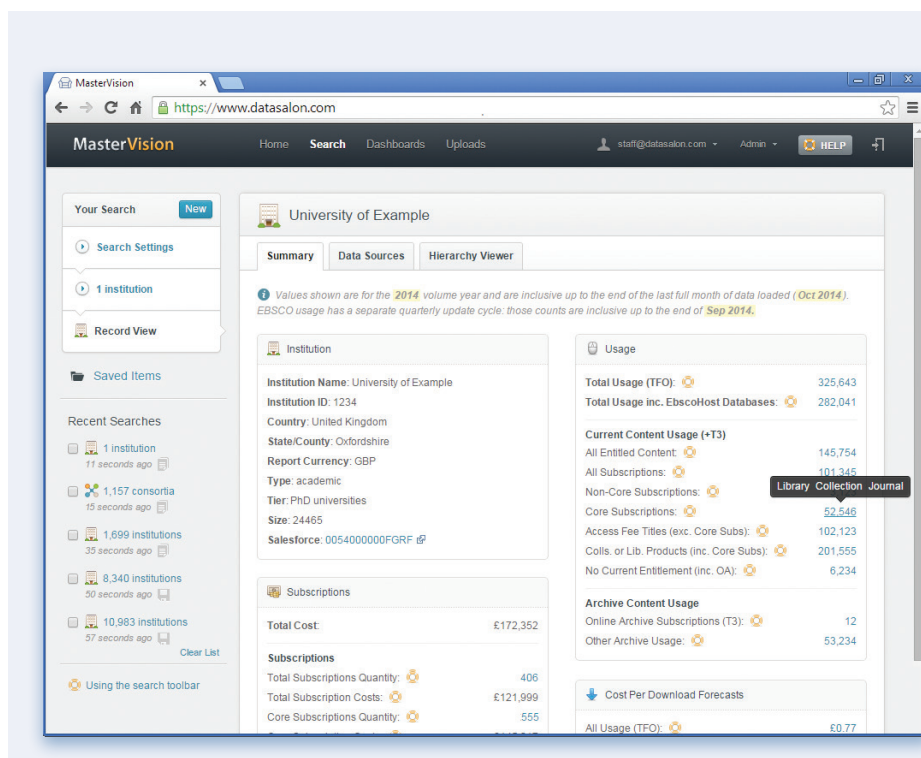
The Results:

- Over 60 million rows of data have been seamlessly combined and de-duplicated to provide a comprehensive single customer view.

- MasterVision is already being used very successfully by sales staff to identify new opportunities and to prepare for sales meetings with an unprecedented level of detail to hand.

- Each customer's subscriptions, usage and denials history can be called up quickly.

- One-click options to drill down further by year or month, archive or current content, and by product or package.

- Complex business rules applied to provide accurate cost per download figures.

- Tailored export reporting allows downloading of vital customer segments against multiple calculated data points.

- Key upsell opportunities easily identified by analysing product and package relationships.

- Visualisation of customers according to purchasing relationships, access and entitlements.
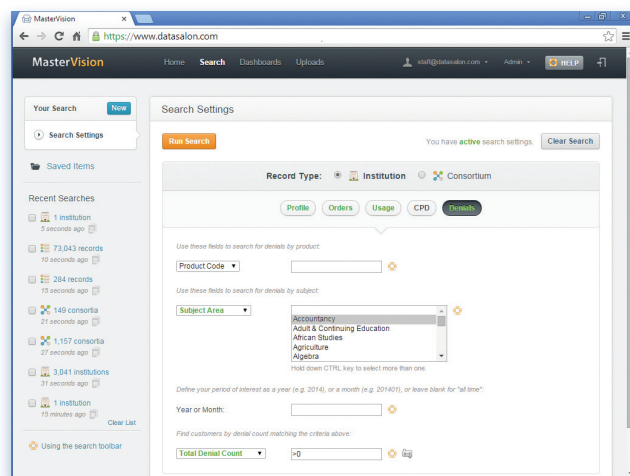
MasterVision makes complex searching and segmentation easy for non-technical users, with a friendly forms-based search interface.
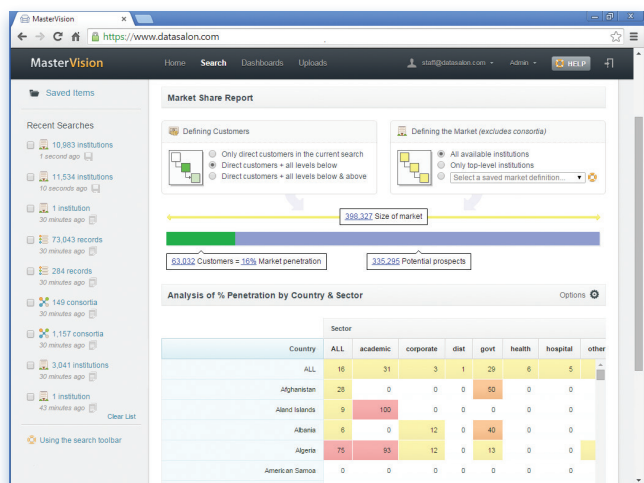
Sophisticated market share analysis provides graphical information about market penetration and new prospects.

Powerful drill-down options allow staff to analyse key metrics by products and packages.

About DataSalon:

DataSalon is the leading provider of customer insight solutions for academic publishers. Our core product MasterVision integrates all of your subscription, author, usage and registration data into a complete 360° view for every individual and institution, creating business insight for your whole organisation and high-value intelligence for leads, cross-selling and renewals. MasterVision is fully managed and hosted, and is backed by first-class service and support.

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