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Taylor & Francis selects DataSalon for customer reporting

DataSalon's cloud service MasterVision provides Taylor & Francis staff with user-friendly access to each customer's subscriptions, usage and denials activity in one place, and has quickly become established as a core tool for driving sales and informing strategy.

Oxford, UK, 26 November 2014: Taylor & Francis announced today that they have adopted DataSalon's MasterVision service to provide subscription and usage reporting for their journals customer base. MasterVision combines over 60 million rows of data from different databases into a single user-friendly interface - providing detailed customer insight.

In addition to an intuitive interface for searching, analysing and exporting customer data, MasterVision provides Taylor & Francis with a range of tailored reports, enabling staff to explore in detail how customers engage with different products, packages and collections.

The system is already being used by sales staff to identify new opportunities and to prepare for customer meetings. Each customer's subscriptions, usage and denials history can be called up quickly, with one-click options to drill down further by year or month, archival or current content, and by product or package.

MasterVision also calculates cost per download scores for each customer, and forecasts likely usage and denials patterns for future months. The end result is that Taylor & Francis staff now have statistics for every journal customer 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," commented Jo Cross, Head of Research and Business Intelligence at Taylor & Francis.

"It's very exciting to be working with one of the world's leading scholarly publishers," said Nick Andrews, Managing Director at DataSalon. "The Taylor & Francis team had a very clear vision of what they wanted to achieve, and the project has underlined just how flexible and scalable the MasterVision service is."

[notes for editors overleaf]

Notes for editors:-

DataSalon are the experts in customer insight for publishers. We clean and connect all of your data into a single customer view for every individual and institution (combining subscriptions, authors, usage, and more). We pride ourselves on excellent service, and our cloud-based product MasterVision is fast, flexible, and backed by first-class support. Publishers such as the AMA, BMJ, IOPP, OUP and RSC all rely on MasterVision to help drive new sales, inform future strategy, and provide accurate insight to the whole organization. www.datasalon.com

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