



Company Profile

Headquarters

New York, New York

Founded

1941

Company Description

PARADE Magazine is the most widely read magazine in America with a circulation of 32 million and 71 million readers.

Customers

70 million readers in print and online

Solution

Sugar Professional™ On-Site

PARADE

For *PARADE* Magazine, Ask Marilyn Means Ask SugarCRM®

The next time you decide to send "Dear Abby" a question about your marriage or a friendship, consider this: with literally millions of people reading the same paper you do, chances are all those incoming inquiries are handled by a CRM solution. For *PARADE.COM*, the digital extension of *PARADE* magazine, handling editorial inquiries, feedback, or questions for one of its many columnists, implementing a CRM solution capable of linking its Website with its dispersed editorial staff became vitally important.

"We have a circulation of 32 million, and we're seen by more than 65 million readers each week," says Steve McNally, senior director, product development at *PARADE*. "That's a lot of questions."

As a result, *PARADE* required a flexible solution that would allow McNally and his team to construct the customization and integration links needed to provide every reader with a personalized customer experience. A long-time SugarCRM® supporter, McNally decision was a no-brainer. "I've always been a fan of the concept," he says, referring to Sugar's open source architecture. "I like the fact that it's open source; it allows me to get my hands on it and make it do the things I want it to do."

A Labor Intensive Process Automated

Before implementing Sugar, *PARADE.COM* handled editorial inquiries purely via email, snail mail, and by phone, with no audit trail or CRM system to track incoming questions and comments. *PARADE* used mailto links to which readers could send notes to *PARADE* columns such as "Ask Marilyn" and "Walter Scott's Personality Parade" or the magazine's "Snapshot" photo community. The result was the initial contact with readers was "less-than-optimal," McNally says. "Sometimes readers got a response, sometimes they didn't."

Already familiar with Sugar Community Edition, which McNally had implemented as a proof of concept for *PARADE.COM*'s "Reader Service and Support" system, McNally felt it was time to upgrade to Sugar Professional in the beginning of 2008. "We wanted to take advantage of the added functionality, such as the team capabilities and advanced reporting functionality. By doing so, we could extend Sugar's reach across our customer services."

Ask Marilyn...Ask SugarCRM

With Sugar Professional in place, the new system means readers who send questions and comments get an automated response via the Web upon sending a confirmation email and follow-ups from the support team or editorial staff. Every customer contact is accounted for, readers know where they are in the process, and the support groups have much better tools to handle the volume.

To accomplish this, McNally's team created a custom form for the Web site and linked it to various lead sources and pages on the site. On the back-end, a customer support team uses Sugar Professional to track each inquiry and assign it outwardly to the editorial staff, thus ensuring that each editor or contributor receives the appropriate inquiry. "A perfect example is

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PARADE Magazine

www.sugarcrm.com

10050 North Wolfe Road ■ SW2-130 ■ Cupertino, CA 95014 ■ T: 408.454.6900 ■ F: 408.873.2872

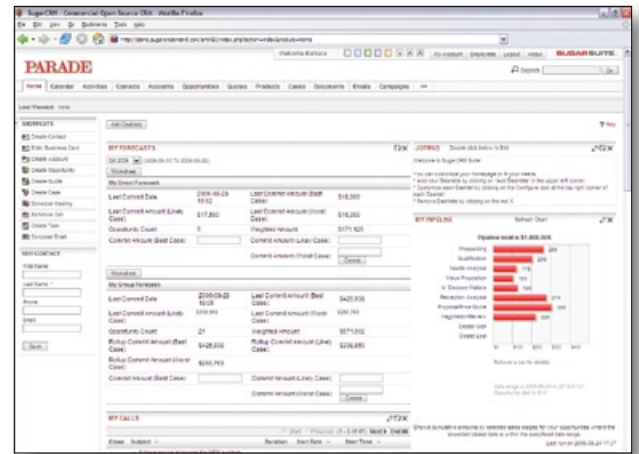
archived articles,” explains McNally. “If somebody calls in and wants to receive an article from a 1989 issue about how to cook that perfect Thanksgiving turkey, we can dig it up for them and ensure that their needs are met.”

Another example is *PARADE*'s “Cartoon Caption Contest.” Twice a month, Parade runs a caption contest and solicits entries from readers. With 32 million households, there's never a shortage of respondents. “We get thousands of them. Using the same principles we established with Sugar Community Edition for ‘Reader Services and Support,’ we collect, report, and respond to ‘Caption Contest’ entrants. We've discovered just how much Sugar Professional helps us manage the process. Before Sugar we conducted the contest via email and it took more than twice as long to judge.”

PARADE.COM has begun to take the process one step farther, turning inbound service inquiries into outbound marketing opportunities. Responses now include links back to content on the Web site and reminders of current and upcoming articles and features. Once the reader's initial inquiry has been addressed, the support team will use Sugar Professional to follow up and track activity with readers and send newsletters, content, and news when appropriate. “Because we're now capturing, categorizing, and tracking our readers' interests through Sugar, follow-up and relationship building exercises are possible,” McNally says.

Moving Forward

Moving forward, PARADE.COM will begin leveraging Sugar Professional's reporting capabilities, using the feedback to improve products (online and print), and add more intelligent workflows, alerts, and response templates as real-world examples point the way. “We plan on continued use of HTML templates for emails and increased cross-sell and up-sell opportunities via the marketing functionality,” McNally says. “The customer service reporting is really start-



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ing to take hold as well. If we come in on a Monday morning and see a hundred people had problems submitting for our sweepstakes over the weekend, we can go online and see what the problem is. We plan to expand those capabilities over the coming year. All in all, we're setting ourselves up to make our customers happier, and Sugar will be the tool that helps us do it.”

About PARADE

PARADE Magazine is the most widely read magazine in America with a circulation of 32 million and 71 million readers, who value it for the fun and information of Personality Parade and James Brady's celebrity profiles, for the challenges and wit of Ask Marilyn, the currency of ideas in Intelligence Report and, above all, for its relevance.