

# ONA Circulation Training

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## Understanding & Managing Circulation Metrics

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# Circulation Foundations :

**.Circulation Volumes / Draw**

**.Customer Service & CPM**



# Circulation Volumes / Draw

***“How circulation volumes predicts the future”***

**.What are we measuring, and what does the data tell us?**

**–YOY Increases & Decreases**

**–Vacation Trends**

**–Seasonal Reading Habits**

**–'Stoping the Stops'**



# Customer Service & CPM

## ***“Measuring success with CPM”***

- .CPM – Complaints Per Thousand**
  - Industry Standard - 1.5 cpm**
- .How does monitoring CPM benefit us?**
  - Meet and exceed expectations.**
  - If it's broken, FIX IT!**
- .AM vs PM - The delivery deadline**
  - Challenges that both face.**
  - How does this change your service approach?**



# Customer Service & CPM

## **.Beyond the CPM**

- Is the problem bigger than what is measured?**
- Does our CPM tell the full story?**

## **.Customer Service Survey**

- Are you getting the results you expected!**
- Be ready to act on the outcome.**

## **.Going above and beyond**

- Don't be afraid to excel.**



# Customer Service & CPM

## **.Customer Retention Program.**

- Calling STARTS/RESTARTS on a daily basis.**
- Calling previous weeks TERMINATES.**



# Circulation Foundations :

**.Circulation Volumes - Data that lets you know where your District is, and where it is going.**

**.Customer Service – Making sure that the customers are getting a dry, readable newspaper, everyday.**

