

A top publishing house providing A to Z services to Independent Authors

Client Profile:

- ➔ This is a unique cloud based organization which caters to each and every need of an author, from any kind of support service to publishing and exhibiting their books.
- ➔ A cloud based company is a highly effective and cost effective alternative to having a physical office premises, having all full time employees present.
- ➔ The company provides varied services to the authors, from sales to customer services, back up support, promotion of books etc.

Campaign Objective- To work with the company managers and free them of the daily routine tasks. As well as provide virtual staffers to different department heads to ease of their work load.

Target Market- The Company offers its services to independent authors all over the world and doesn't have any hesitation based on a region. It caters to all genres of books.

Product- The kind of services they offer to the author includes:

- Sales promotions at worldwide exhibitions
- Manuscript Proofreading and Edit work
- Conversion of hard cover books to e-books
- Sales and e-promotion
- Sales bound marketing services & Email marketing
- Customer Service & Author Support

Project scale- The project started with 2 staffers provided by GAIA were was taking care of their daily routine work and thus getting managers free for the bigger revenue generating tasks. As the company saw value, the project got scaled it up to 6 full time staffers from GAIA after a span of just 2 months.

More and more manager wanted to offload different activities, so they can focus on the bigger picture. In a span of another 2 months 3 part time staffers were added as well, who also act as a backup for tasks.

Challenges-

- To coordinate with different manager and employees at the client's end as they were all work from different locations.
- To get familiar with publishing industry and getting to use the client's CRM and different systems and work pattern, every department manager follows.
- Putting an effective system in place as there were no training documents available and everything had to be built from starch.
- Manager working different time zones and completing their tasks without a timeline.

Outcome-

- We had to work with the client to make a lot of changes to their working model, to make it more effective and concrete, to suit the off shore work.
- Transitions Manager was put in charge of the campaign to coordinate with different departmental managers, managing their work in different time zones. The transitions manager got trained himself on every task and then started training our in-house staffer.
- Once a staffer was trained onto different tasks of a manager, they created instructions manuals to not only document the training but getting aback up staffer ready as well.



- Our transitions managers and designated staffers went through a 2 day online training with the client, to get familiar with the book publishing industry and its terminologies.
- Staffers were put on different shift timings to work when the manager logs off as they were required to work remotely on the client's system and sometimes manager's mailbox as well.
- For every task a timeline was built in coordination with the managers and a documented list was provided to everyone and their work gets audited in a weekly manner.
- Virtual Assistants were provided to the managers to take care of trivial and some important tasks as well like emails, list building through research, replying to emails, scheduling appointments and creating different articles etc.