

## **New software to manage newspaper home delivery and customer relationships**

Newspaper Home delivery is in play in newsagencies across Australia. Some newsagents are selling their distribution runs while others are walking away. For most keen to exit the distribution side of the business, there are others keen pursuing acquisition.

A new home delivery model is emerging, one where the 'newsagency' operates from a warehouse and is a distribution only business.

Newsagents in South Australia and Western Australia have had this model for decades. It appears to have served their markets well. Distribution only newsagents are a relatively new phenomenon in the eastern states. Now, they are growing rapidly in number and size.

In this emerging model, retail-only newsagents are often engaged to act as the public face of the business for payment of the account and processing over the counter stop and start requests. This is where there have been challenges in managing accounting and other records.

Thanks to close work with several distribution only newsagents and extensive trials in retail only newsagencies, new technology has emerged to make it easier to process home delivery accounts, stops, starts and other transactions at retail only newsagencies.

In the past such processing has been slow, cumbersome and incompatible with existing systems in use in the retail newsagency. I know because I have experienced this myself in my own newsagency. Customers blame the retailer for problems outside their control.

Now, thanks to new research, remote location access is available with excellent performance and up-time. This leads to happier customers and happier newsagents on both ends. Oh, and happier newspaper publishers.

The new home delivery management facilities will make it easier for consolidation of distribution territories to the warehouse model while maintaining an excellent public face for newspaper home delivery customers.

Using the latest in Windows based remote access tools, any number of retail newsagents can act as shop fronts for a warehouse based distribution business and maintain stable access to their retail software.

Tower Systems is leading the field in this new technology as a result of its ownership of three newsagencies and leveraging off its relationships with more than 1,500 newsagents using its software.

The Tower Systems *newsagent network package* makes it easier for home delivery and retail newsagents to work together.

At the retail end, staff can:

- Stop and/or start newspaper delivery
- Process payments
- Note missed deliveries
- Add new customers
- Handle account queries.

The distribution newsagent can control the level of access for retail newsagent staff using sophisticated security settings.

The retail and distribution newsagents each have access to a payments report to track monies collected for the distribution newsagent. The distribution newsagent has the same report on their system.

The new technology is offered with a new pricing model which reflects the changing nature of home delivery. This pricing model provides a more economically viable offer for distribution newsagents looking for more efficient management of information through their retail partners.

Above all else, the latest changes improve customer service and when it comes to home delivery, that is really all that matters.

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