censhare

Automation Delivers Efficiency Gains

ORT relies on censhare to solve the business problems of customers like HIT. Efficiency gains of 35% and more highlight the success achieved.

ORT

*"Creating the perfect customer experience
isn't a package holiday, it's an expedition."*

Rüdiger Pläster, Executive Managing Director, ORT Gruppe

"A total of 72% of CEOs estimate that the next three years will be more critical to their sector than the past 50 years," says Rüdiger Pläster, Executive Managing Director of the ORT Gruppe. "We're in the middle of the fourth industrial revolution and the ways in which we manage data and communicate with our customers are changing fundamentally. If we don't change, we'll fail."

AT A GLANCE

Industry

Media & Communication

Products

- **Digital Asset Management**
- **Product Information Management**
- **Content Management**

Business need

ORT's mission: Solving its customers' business problems in the area of marketing and sales. To achieve this, the company relies on a future oriented digital content platform.

Agents of Change Solve Business Problems through Technology

The ORT Gruppe has long championed such change. The cross media company's history spans nearly half a century, and the Group is meanwhile generating annual revenue of some 30 million euros, employing 250 staff members at 6 locations throughout Germany. "If we'd stuck to what we were doing 20 years ago, we wouldn't be here today. Instead, we see ourselves as agents of change. We embrace new technologies and use them to solve business problems and improve efficiency in marketing and sales to such an extent that our customers can't live without us."

HIT notches up 35% efficiency gains

These days, it's not just a matter of producing a few new brochures and flyers every now and then. Far more, service providers are expected to design the entire "customer experience" and to accompany consumers on the customer journey end to end. This includes advertising, websites & apps, in store displays, product packaging, customer service and product delivery.

Business Results

95%
of processes and
templates automated

35%
efficiency gains achieved
for ORT customer HIT

100%
of ORT's more than 50
customers are running
on censhare

80%
of ORT revenue
generated via censhare

That was exactly the situation with the Dohle Handelsgruppe. Dohle, with its chain of HIT supermarkets, approached ORT 2015, after collaboration with another agency had proved ineffective. Founded in 1901, the mid sized HIT supermarket chain currently employs some 6,100 members of staff and generates annual revenue of 1.45 billion euros at more than 200 branches in Germany. The company needed a customer experience platform, including digital signage and app. The following implementations were planned and rolled out incrementally, together with ORT as partner for business logistics and MSP AG as IT integrator:

1) Highest possible automation of content processes and templates

2) Omnichannel content management with strong emphasis on mobile channels

3) Customization on demand: special editions for local HIT markets, automated – automated to the greatest possible extent.

"Automation is really the name of the game in projects of this nature. We achieved 95% automation level at HIT, resulting in efficiency gains of 35%, as measured by the Niederrhein University of Applied Sciences," was how Pläster outlined the success of the project.

Small, fast and agile – that's the motto

It's also essential that projects are implemented in an agile manner and in close collaboration with customers. "These days, customers want small teams who immediately see where the problem lies, who'll quickly come up with a prototype to implement their business requirements, and then say, 'Hey, let's talk about this'," Pläster explains.

"Long range plans of 18 months are doomed to failure. Instead, we need to follow the 'Toyota Kata' improvement maxim and proceed experimentally and iteratively. In digitization, there's no such thing as 'a single solution' for a problem. Instead, we start with small solutions which immediately generate value and then take a look at what's happening."

Today, HIT's entire content management process is handled by censhare, with impressive results:

• 95% automation

• 35% efficiency gains

• > 200 brochure editions each week

• > 20 catalogs in 2018

• > 3,000 personalized advertising media

• > 3,000 pages per quarter

• > 500,000 assets per year

• 5 terabytes of data

• 100% integrated in print, web & app

• 50 censhare platform users

Customers who come to us tend to stay

The entire 50+ ORT customer roster is managed by censhare solutions, and each and every customer has benefitted from efficiency gains of at least 35%, while many have achieved even more. In addition, projects quickly pay for themselves, and ORT has been in the black every year for 47 years. The word has spread quickly, and there are already a number of other customers showing an interest in censhare projects.

With a look to the future, Pläster is decidedly confident: "Creating the perfect customer experience isn't a package holiday, it's an expedition – and only with this kind of a mindset will we be able to cope with the digital future. Experimenting, letting things take their course, planning in small steps, while coordinating and reflecting with the customer in an ongoing manner. Our customers value this, and as a result, some 75% have been with us for 10 years or longer. Whether we'll be around for another 50 years is up to us, but I think we stand a pretty good chance."

"If we'd stuck to what we were doing 20 years ago, we wouldn't be here today."

Rüdiger Pläster, Executive Managing Director, ORT Gruppe

Success Story: ORT Gruppe

about censhare

Our pioneering, universal content management platform lets you connect with your audiences on any channel, in any language, locally or globally. Clients like Allianz, Dyson, Christie's, Lufthansa and many more have already discovered new freedom to create and deliver consistent quality content with exceptional efficiency.

Contact us at **www.censhare.com**