



JONAS EVENT TECHNOLOGY – JET SUBSCRIPTION – REVIEW BY QUARTZ BUSINESS MEDIA



1. WHY DID YOU NEED JET SUBSCRIPTION? WHAT PROBLEM DOES IT SOLVE?

At Quartz Business Media we have redefined our whole Data Strategy over the last two years and have been looking to automate processes so that our data is clean, secure and easy to manipulate. As such we wanted a solution that enabled us to combine our magazine paid subscription and controlled circulation data with our registration data, email marketing platform, accounting processes and CRM sales system. Essentially JET Subscription has enabled us to get all of our data in one place and/or speaking to other systems. It also offers a modern and clean shopping cart system so that people can easily subscribe to publications – hugely improving the customer experience.

2. WHAT HAS IT HELPED YOU DO/ACHIEVE?

By switching to JET Subscription we have not only heavily reduced the time spent by our team to manipulate the data, but we have been able to be much more dynamic with our messaging and monitoring. We estimate that we will be able to save 15%-20% of our teams time spent on manual importing, exporting and reporting tasks. We will also be able to clearly analyse for the first time the customer's journey with us as a whole e.g. where did the customer come from? Which events do they attend, what exhibitors/articles/adverts do they interact with? This intelligence will be invaluable in the future and is sure to make us more efficient and profitable.

3. WHY DID YOU DECIDE TO USE JET?

Over the years we have used numerous different event registration companies. JET was a clear favourite and always had a good handle on our data without costing the earth. The customer service was always very high for both us and our registered attendees. We asked Jonas if they would be able to also offer us an email marketing platform and they took on the challenge supplying us with a fantastic platform that was easy to use and cheaper than our previous supplier. When we wanted to change subscription providers it was a no-brainer to use them as well. They listened to what we thought we wanted and then improved on it, taking the time to understand our business, our processes, our frustrations and what our customers needed.

QUOTE

Data is the heart of our business and I am (sadly) very passionate about using the best tools to make sure that our staff are able to access, keep-up-to-date, manipulate and get the best results from the contacts that we have – both existing and potential customers. Getting a complete data solution for all elements of our business has been something that I have been trying to achieve for years. Having spent a long time researching the market heavily and using multiple systems and suppliers, I am delighted that Jonas have been able to create the perfect solution – one that will transform our business and the way we work. The team at Jonas feel like an extended part of our team now. I would wholeheartedly recommend them to any publisher and/or event organiser.

Jo Tyler, Marketing Director, Quartz Business Media, AEO Development Board Member and Chair, AEO Business Technology and Innovation Group