

## Case Study – Channel 9

### Challenge

The Channel Nine ‘Kerri-Anne Show’ & ‘Fresh Cooking’ programs wanted to:

- Develop an efficient, cost effective method of distributing fact sheets to a large audience.
- Develop a system involving fax, and mail delivery of fact sheets
- Provide a system able to cope with high number of faxes simultaneously
- Create an IVR platform telephone service, allowing audience to select particular faxes (recipes) over the phone.

### Solution

#### “Kerri-Anne & Fresh Recipe Fact Sheet Service”

Phone Australia (PA) provided the solution through its *Fax on Demand* service, this service allowed Kerri-Anne/Fresh show viewers to select a particular recipe from the show/s and order the corresponding fact sheet.

The viewers are charged for the phone call (190 numbers) to order the fax sheet, this ultimately covers the cost to distribute the recipe’s to the customers. Every week day Channel Nine sends PA the recipe sheet of the respective show and PA then distributes the sheets via an automated fax system directly to the viewers. The service is fast and reliable ensuring that viewers always receive the recipe they are after from anywhere in Australia.

Phone Australia also provides technical support to any viewers that encounter problems whilst receiving faxes, and also mails out the recipes to customers that don’t have fax machines.



## Results

The Channel Nine 'Kerri-Anne & Fresh Cooking Fact Sheet Service' is still providing the public with information every week day.

Other statistics are as follows:

- An average of over **2,500** calls a month
- Total of **95,000+** calls in 36 months
- Fast and efficient supply to customers

The service is still running efficiently and also providing revenue generation for Channel Nine.

