



Rede Paranaense de
Comunicação
Curitiba, Brazil
www.rpccorp.com.br

Industry:

Media & Entertainment

Annual Revenue:

US\$101 to US\$500 million

Employees:

1,700

Oracle Products & Services:

Oracle Database Enterprise
Edition
PeopleSoft Enterprise Customer
Relationship Management
Marketing
Order Capture
Sales
Support

Oracle Partner:

Limine Solutions
www.liminesolutions.com

**“Oracle’s PeopleSoft
Enterprise’s CRM applications
have enabled us to focus more
on the needs of our clients and
less on IT processes.”**

– Denilson Farias, Director,
Technology and Internet, Rede
Paranaense de Comunicação
(RPC)

Rede Paranaense de Comunicação Improves Client Service and Decreases Wait Times by 50%

Rede Paranaense de Comunicação (RPC) is the largest information and entertainment group in Paraná, Brazil. Founded in the year 2000, this company includes two daily newspapers (Gazeta do Povo and Jornal de Londrina); eight TV stations affiliated to Rede Glob;, two radio stations (Mundo Livre and 98 FM); one internet portal; and the RPC Institute, focusing on educational, professional training, and related actions projects.

Challenges

- Gain a single platform to assist the different companies in their diverse, specific business activities, such as billing for the newspaper print classifieds and managing TV station and the advertising relationships
- Adopt a flexible solution to reduce the number of customizations in areas such as order entry for classifieds at call centers, stores and via the internet, as well as marketing support, inquiry processing, and sales force automation
- Develop a Web-based solution that users can access remotely with Linux
- Migrate to a new solution securely and rapidly

Solution

- Implemented Oracle’s PeopleSoft Enterprise Customer Relationship Management with help from Oracle Partner Limine Solutions
- Provided a single, integrated system—offering 96% of the functionality formerly provided by multiple legacy systems
- Reduced by 50% the average total answering time for calls placed to telemarketing—from 4 minutes to 2 minutes
- Decreased time spent in client record-keeping and credit approval
- Improved answering time for advertising agencies, enabling Web-based order placement for classifieds, while significantly reducing the number of errors in data entry
- Integrated databases to improve joint campaigns with clients
- Reduced customization and provided Linux-based Web-accessible applications, improving productivity and simplifying maintenance