



case study **RHENUS :PEOPLE!**

**Wide range of services provided by Rhenus :people! for
Landwirtschaftsverlag and DMM**

Providing professional customer support is essential for businesses. However, handling this task on their own can be a major challenge for companies. Support can be offered by a professional service provider.



THE CHALLENGE

Landwirtschaftsverlag (agricultural publishing company) was looking for a service provider that can competently provide a wide range of services and has a great deal of experience in the area of customer care. Rhenus supports its customers under the motto „everything from a single source“ and thus also supports Landwirtschaftsverlag fully in all areas.

LANDWIRTSCHAFTSVERLAG

Landwirtschaftsverlag is one of the 100 largest media companies. Germany is its domestic market. In addition, the publisher is active in Poland, Austria and Switzerland, and via license business also in Great Britain and Ireland, in the Netherlands, in the Baltic States, in Russia and Hungary, as well as in Greece and Turkey. Landwirtschaftsverlag provides distribution services for Deutsche Medien-Manufaktur (DMM).

DMM is a publishing group with brands in the thematic fields of country, living and food. Since it was founded in 2016, the joint venture between Landwirtschaftsverlag Münster and Gruner + Jahr has been working on further developing its strong brands and opening up new business areas. The flagship of the portfolio is the country magazine LANDLUST, which first appeared in 2005 and established a new segment in the newspaper market.

PROJECT DESCRIPTION

Initial talks between the publisher and Rhenus :people! took place in February and March of 2019. Due to various topics, including for the DMM, the dialog was resumed in February of 2021. Rhenus :people! impressed with its results from working with publishers and, as a customer care service provider, has more than 20 years of experience in operational customer management. The tasks and fields of operation that Rhenus takes on as a service provider are manifold: inbound calls for the magazine „Landlust“ and, in addition, the processing of incoming e-mails. The dedicated telephone line is primarily used for any topics related to the object „Landlust“.



USE FOR THE CUSTOMER

From handling incoming and outgoing calls, e-mail and ticket processing to the partnership-based development of future customer communication channels, Rhenus continuously supports Landwirtschaftsverlag as a competent partner. Rhenus :people! offers the necessary skills and industry know-how to successfully implement the requested services for Landwirtschaftsverlag. Through its professional recruiting, Rhenus :people! is able to effectively source and sustainably retain qualified staff for its customer projects, even under difficult labor market conditions.

CONTACT

Frank Ginter
Managing director

With Rhenus at our side, we have found a service provider that responds precisely to our requirements and offers a comprehensive portfolio of services.

Paul Pankoke, Head of Sales
Management, Landwirtschaftsverlag.

frank.ginter@de.rhenus.com
Gasstraße 10-18, 42657 Solingen