

# Rescuing IEEE's COUNTER reports

Client profile

IEEE

IEEE is the world's leading professional organization for the advancement of technology. Its publications division publishes a wide range of content aimed at technology professionals, and its articles are the most widely cited in US and European patents.

IEEE, the leading professional organization for the advancement of technology, was seeing its business and reputation suffer due to the poor performance of its COUNTER vendor. MPS offered a painless and immediate transfer to its easy-to-use COUNTER reporting platform and analyzed IEEE's needs and past experience to improve and guarantee its own service further.

Challenge

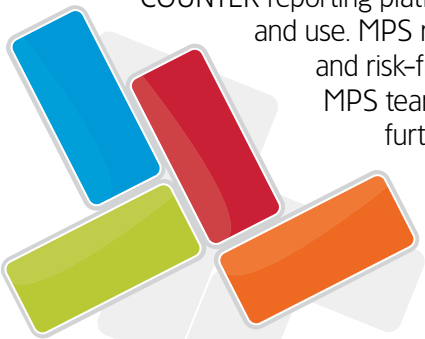
Solving a critical vendor-related performance issue

IEEE's COUNTER reporting vendor was failing to deliver its reports on time, putting a great strain on IEEE's relationship with its global library customers and damaging its reputation in the marketplace. The publisher was looking for a service provider who could not only meet its immediate need for reliable and timely service but also understand and fulfill all of its requirements.

Solution

A fast and easy transfer to MPS' COUNTER reporting platform

IEEE could not afford any further delays or delivery issues, so it was crucial that the MPS team provide excellent service from day one. The most urgent task was to effect a smooth and fast transfer from the previous vendor to MPS Insight, a robust COUNTER reporting platform with an intuitive interface that IEEE's library customers would easily be able to adapt to and use. MPS ran an on-site training session plus a series of WebEx demos to make the transition as simple and risk-free as possible for IEEE staff members. Having dealt with the immediate requirement, the MPS team studied the mistakes of their predecessors to improve their own service and platform further and ensure that such errors would not be repeated. And in order to reassure the publisher that the high level of service they had started out with would continue, MPS built a series of service-level agreements (SLAs) into their contract with IEEE.



Benefits

- 100% on-time delivery of COUNTER reports from day one
- 10% increase in new client acquisition within the first three months thanks to COUNTER Release 3 compliance
- New SLAs brought a significant improvement in customer feedback



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