



Customer Service at BioMed Central

BMC Roadshow, Seoul, Friday 4th December 2015

Alex Christoforou

Head of Global Customer Services and Membership

Our Customers

500+ Members

**6000+ submissions a
month**

290+ BMC Journals

1000s of Reviewers

700+ Editors in Chief

**7,500+ Subject
Advisors**

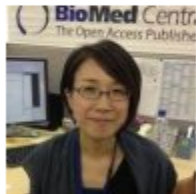
**180+ SpringerOpen
Journals**

- **Access to Publisher**
- **Support**
- **Excellent User Experience**



- For customers in Japan, the BioMed Central Customer Service team is available Monday through Friday, 9:30am to 6pm, Japan time. During off-peak hours, you may email us at japan@biomedcentral.com
-

Noriko Lebowitz, Journal and Author Services Executive – Japan



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Direct line: +81-3-6

For customers in China, the BioMed Central Customer Service team is available Monday through Friday, 9:30am to 5:30pm, China time. During off-peak hours, you may email us at china@biomedcentral.com

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Rebecca Li, Customer Service Executive – China



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Direct line: +86 (10) 8267 0211 Ext 827

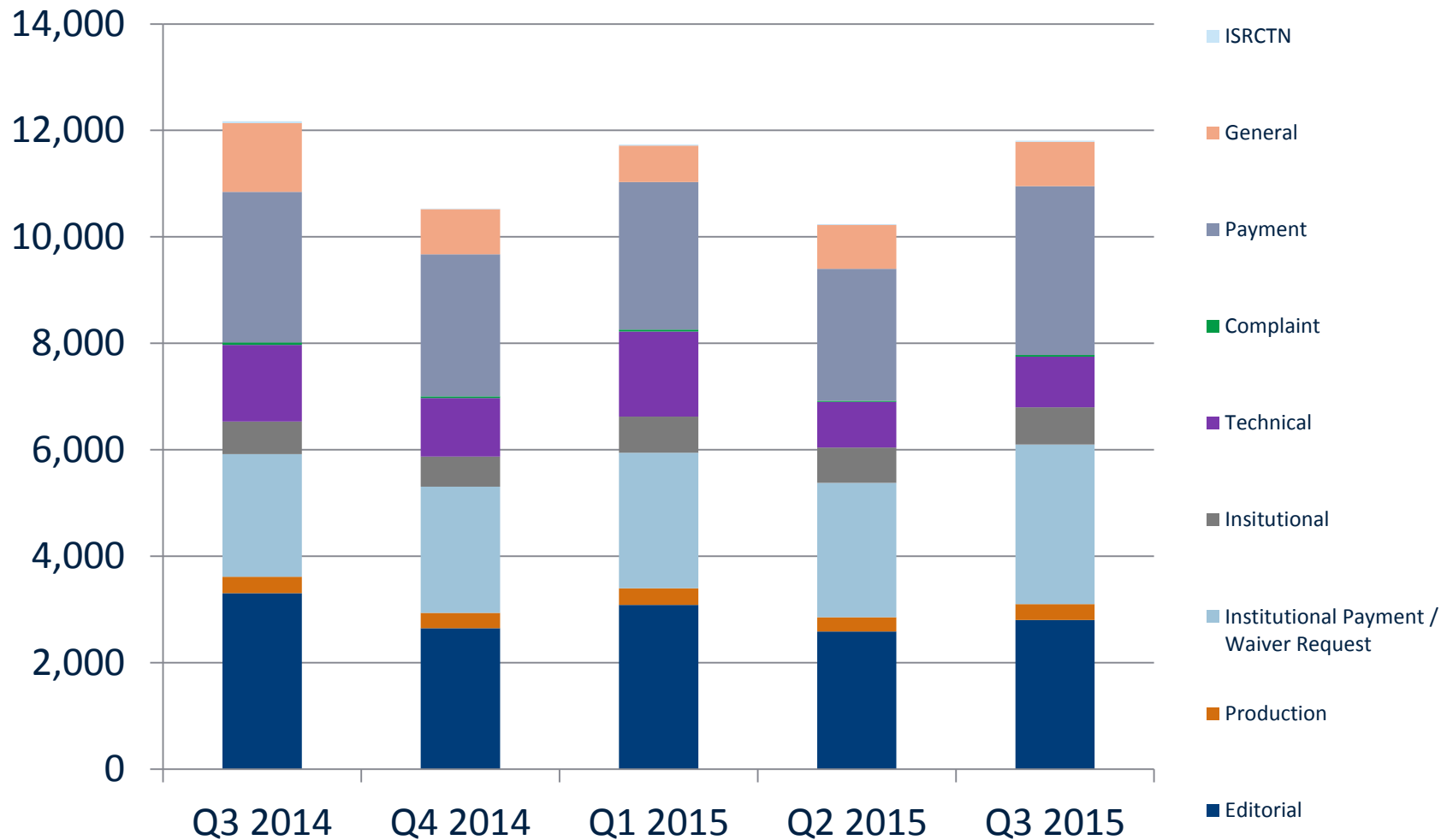
Contact

Editorial Board

Editorial Board

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Customer Service Case Type Numbers



Phone Calls – November 2015

- Total of **532 calls** handled by CS Team
- Average of **132 calls per week**
- Total time spent on the phone **43 hrs 22 mins**
- Average of **11 hrs per week** spent on the phone
- Average call **5 minutes**

What's Next?

Live Chat Support

Customized instructions that are displayed to the author during the submission process



The screenshot shows the Editorial Manager interface. At the top, there is a navigation bar with links: HOME, LOGOUT, HELP, REGISTER, UPDATE MY INFORMATION, JOURNAL OVERVIEW, MAIN MENU, CONTACT US, SUBMIT A MANUSCRIPT, and INSTRUCTIONS FOR AUTHORS. The user is logged in as 'SallyAnn-2' with the role of 'Author'. A red banner at the top reads: 'Important Message: Site under development. Do not use for live manuscript submission.'

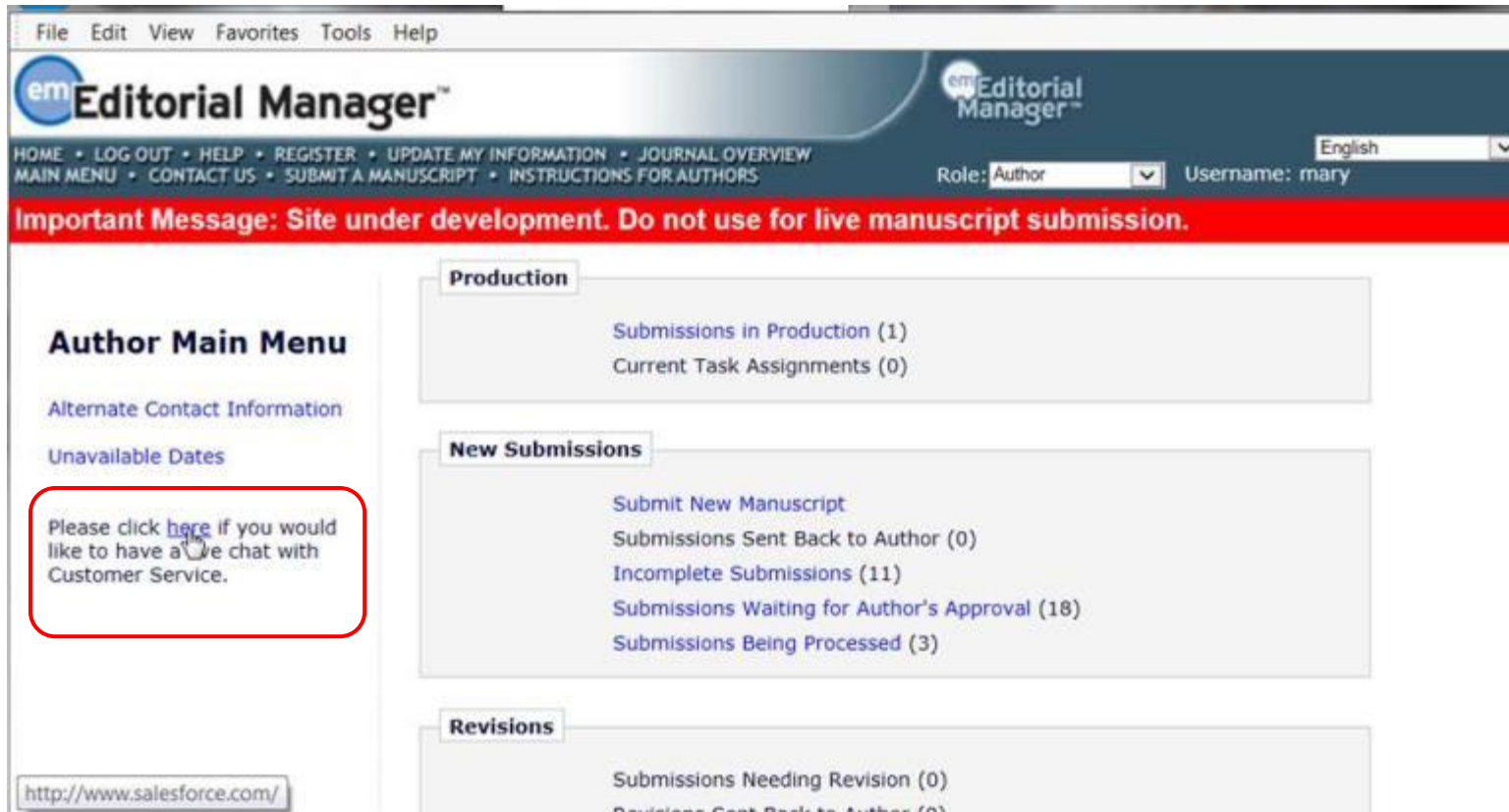
The main content area is titled 'New Submission'. On the left, there are two input fields: 'Select Article Type' and 'Enter Title'. The main form area is titled 'Please Select an Article Type' and contains the following text:

Choose the article type of your submission from the pull-down menu.
If you would like to chat with Customer Services, please click [here](#).

Below this text is a pull-down menu labeled 'Choose Article Type' with 'None' selected. A 'Next' button is located at the bottom of the form.

At the bottom left of the page, there is a URL: <http://https://www.salesforce.com/>

Links can also be added to the main Welcome page or to the author's main menu



The screenshot shows the Editorial Manager interface. At the top, there is a navigation bar with the 'em Editorial Manager' logo and a menu: File, Edit, View, Favorites, Tools, Help. Below the logo, there are links: HOME, LOG-OUT, HELP, REGISTER, UPDATE MY INFORMATION, JOURNAL OVERVIEW, MAIN MENU, CONTACT US, SUBMIT A MANUSCRIPT, INSTRUCTIONS FOR AUTHORS. A language dropdown is set to 'English'. The user's role is 'Author' and the username is 'mary'. A red banner at the top reads: 'Important Message: Site under development. Do not use for live manuscript submission.'

The main content area is divided into three sections:

- Production**
 - Submissions in Production (1)
 - Current Task Assignments (0)
- New Submissions**
 - Submit New Manuscript
 - Submissions Sent Back to Author (0)
 - Incomplete Submissions (11)
 - Submissions Waiting for Author's Approval (18)
 - Submissions Being Processed (3)
- Revisions**
 - Submissions Needing Revision (0)
 - Revisions Sent Back to Author (0)

On the left side, there is an 'Author Main Menu' section with links for 'Alternate Contact Information' and 'Unavailable Dates'. A red-bordered box highlights a message: 'Please click [here](#) if you would like to have a live chat with Customer Service.'

At the bottom left, there is a text input field containing 'http://www.salesforce.com/'.

Summary

- As a publisher we have to make sure we're always asking the question, "can our customers get to us easily and quickly?"
- Are we providing the right support to our various customer groups in different locations around the world – we know one size does not fit all
- We need to offer global support with the same high level of service we provide from the London offices
- What more can we be doing? More local language support and Live Chat are the next steps to developing Customer Service at BioMed Central

Thank You

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