



**CASE STUDY**

**PROGRESSIVE WEB APPLICATION –  
CIRCULATION APP FOR NEWS PUBLISHER**



**CCS**  
technologies

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## ABOUT CLIENT

One of India's leading media organizations and publishers of one of the world's largest circulated daily newspapers (with a circulation base of more than 2.5 million), in addition to owning 40 other print publications, FM radio stations, television stations, and digital properties.

## BUSINESS REQUIREMENT

The client receives about 40,000 circulation receipts per month and relies on 25,000+ field staff to distribute their newspaper and other publications. The communication between the field staff and the office takes place over WhatsApp messages and phone calls. The information required by field staff is often supplied to them periodically or on an ad hoc basis resulting in process delays. Hence the client requested a solution to streamline the exchange of information between field and office staff to mitigate the impact on the business.

Requirement Specifications:

- Ability to track publications and copies distributed to agents/sub-agents.
- Help staff increase or decrease the number of copies temporarily or permanently for an agent/sub-agent.
- Ability to track subscribers of each agent.
- Track the subscriptions expiring soon as reports.
- Alert agents on expiring subscriptions.
- Allow inspectors to send messages to agents.
- The ability for agents to view the last bill, arrears amount.
- Help agents to download bill cum statements of the past year.
- The ability for agents to make an online payment.

## CCS SOLUTION

CCS developed a Progressive Web Application (PWA) which can be used as a web application or as a mobile application based on the device used by staff. The system integrates with ERP software to fetch required information. The solution displays last sync information even while offline for helping the field staff to overcome connectivity issues in rural areas.

## BUSINESS BENEFITS

- Field staff gets required and accurate information at their fingertips.
  - Significant increase in the on-time renewal of subscriptions.
  - Ease of use and faster payment collection.
  - Huge time savings for the entire circulation team.
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