

WideOrbit Professional Services helps the WAMU 88.5 traffic team work smarter



ABOUT THE COMPANY

American University's WAMU 88.5 is the leading public radio station serving the Washington D.C. market. It provides live and on-demand programming to an audience of more than 1 million listeners and boasts a nationally recognized, award-winning newsroom.



GOALS

Reduce manual processes to make life better for the staff of a small traffic department

Establish correct *WO Traffic* settings and system configurations

Ensure inventory reports are consistent, accurate, and useful for everyone



APPROACH

Conduct a System Effectiveness Review of the station's *WO Traffic* settings, configurations, and workflows to find areas for potential improvement.



RESULTS

Improved communication between WAMU's traffic and sales teams

Identified overlooked prime inventory to sell

Saved Danielle countless hours with streamlined processes

BACKGROUND

WAMU 88.5 had been on *WO Traffic* for just over a year and was growing fast. Danielle Brown, the station's sole traffic staffer, was overwhelmed by the increase in advertising demand and the daily challenge of meeting her log deadlines. Danielle often found herself working through lunch, taking professional responsibilities home with her, and missing out on volunteer opportunities.

Danielle suspected she could leverage *WO Traffic* to work smarter. She contacted her WideOrbit Account Manager, and they agreed that a WideOrbit System Effectiveness Review could help.

“A System Effectiveness Review is like an opportunity to hit ‘Redo’ on your *WO Traffic* implementation,” says WideOrbit Senior Director of Professional Services Eric Samuelson. “We work with station personnel to analyze system use and the surrounding business processes to surface ways to streamline processes and grow profits.”

Professional Services consultant Stacy Gilden kicked off the review by interviewing Danielle and her colleagues about their *WO Traffic* usage, practices, and pain points. Stacy immediately identified lots of things that would make life easier.

For one, Danielle spent too much time mired in manual log management processes. In addition, Danielle and the Sales team were not aligned on usage of inventory codes.

Matching Codes

Before coming on site, Stacy took a deep dive into WAMU 88.5's database and inventory codes. She found that Danielle and the Sales team weren't using the same inventory codes on orders and formats. As a result, Danielle had to force spots onto the log, creating conflicts and a ton of manual work.

Stacy and Danielle corrected formats and orders so that spots would be placed correctly by the overnight placer. Traffic and Sales were re-trained on inventory codes, ensuring spots no longer had to be forced onto the log by hand—and saving Danielle a daily headache.

Sales Synergy

Stacy noticed that WAMU could eliminate inventory code discrepancies if Traffic and Sales were more aligned on their processes and goals. To ensure that everyone would be on the same page moving forward, Stacy retrained the teams on workflow and documentation.

Prior to the Review, Danielle only used *WO Traffic's* Log Day View. Stacy introduced her to using Log Grid, Log Planner, and Spot Manager with customized grid styles, making spot placement and log smoothing more efficient.

The Traffic and Sales orgs were also trained on the best ways to use the Inventory Report, like leveraging the Heat Map and Spot Manager to identify prime inventory to include in sales proposals.

Inventory Management

Before the Review, Danielle had minimal experience with inventory management workflows. Her priority was simply placing all of the spots on the log. Now WAUM gets more value from its logs because Danielle can use *WO Traffic* to make recommendations on how to utilize available inventory more strategically.

WideOrbit Professional Services surfaced tools in *WO Traffic* that could simplify Danielle's daily workflow and make sure nothing slipped through the cracks. For example, she can save time on managing spot details by using Promo and PSA Filler to fill open avails instead of creating filler spot contracts, eliminating contract maintenance and helping her take charge of displaced extra fillspots.

No More Manual

When Stacy examined WAMU's Spot Manager, she identified several ways to streamline Danielle's processes. For example, Danielle spent several hours every week tediously placing thousands of spots with dragging and dropping.

Stacy introduced Danielle underused *WO Traffic* functions like Log Grid and optimized others like the overnight spot placer. Correcting formats ensured that orders automatically place without worry and utilizing different Log Views in Log Grid and Log Planner made placing difficult spots easy.

Danielle was able to save hours of time by creating custom grid styles in Spot Manager, learning how to move spots quickly instead of placing each spot by hand. She used her freed-up time to get a jump on future logs, manage inventory effectively, and of course spend more time at home with her husband and children.



"I was manually placing over a thousand spots per week. My entire day was spent working on the next day's log. I knew there had to be a better way. After the System Effectiveness Review, I'm no longer stressed at work. I love what I do, I'm doing it better, and I got a promotion." — Danielle Brown, WAMU 88.5 Traffic Manager

OUTCOME

Shortly after the System Effectiveness Review, WAMU 88.5 added 45 new folks to the team. Thanks in part to the review, WAMU and Danielle felt empowered to keep up with the station's growth.

Stacy provided Danielle with reconfigurations and improvements that optimized WAMU's log management process and workflow. They pinpointed and addressed four key areas for optimizing inventory management and improved the relationship between Traffic and Sales.

On a personal note, Danielle's new inventory management expertise helped her earn a well-deserved promotion. She even had time to participate in company volunteer events with her newfound time.

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