



How LAPA, a division of Penguin Random House, improved their ebook distribution.

Key Challenges



Insecure Ebook Hosting

LAPA lacked the technology to securely host and distribute their ebooks.



Customer Support Limitations

LAPA had no dedicated infrastructure to manage customer support for ebook-related issues.



Customer Access Issues

Customers struggled to easily access digital content, affecting the user experience.



Cost of Service Expansion

Expanding customer service capabilities to support digital products would have been costly.

Improvements and Successes

LAPA Publishers has seen significant improvements since adopting Snapplify, including:

✓ **Secure Ebook Hosting**
Snapplify's technology enabled LAPA to host ebooks securely through Snapplify's platform.

✓ **Dedicated Customer Service**
Snapplify provided a robust customer service infrastructure, responding quickly to user issues.

✓ **Seamless Customer Access**
Customers can now easily access their ebooks, improving the overall user experience.

✓ **Cost-Effective Solutions**
By partnering with Snapplify, LAPA avoided the high costs of developing their own customer support network.



"Snapplify is not just an edtech company – they also understand the book industry. This made our experience of working with a technology company much better."

“Based in South Africa and available every day of the week, Snapplify is local and able to respond swiftly to our customers’ issues.”

Implementation



Origin Platform for Secure Ebook Hosting

LAPA began using Snapplify’s Origin platform to host and distribute their ebooks securely.



24/7 Local Customer Support

Snapplify’s local support team provided round-the-clock assistance, ensuring fast responses to customer inquiries..



Cost-Efficient Service Infrastructure

Snapplify’s existing customer service infrastructure eliminated the need for LAPA to invest in costly service expansions.



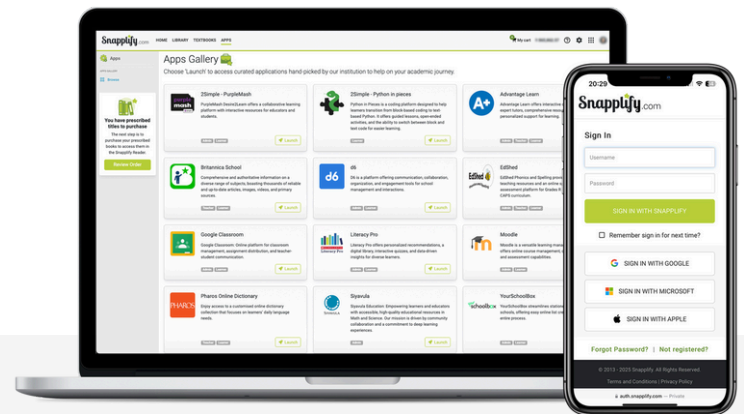
Enhanced User Experience

Snapplify integrated a seamless access system that allowed LAPA’s customers to download and read ebooks with ease.



Publishing Industry Expertise

Snapplify’s understanding of both edtech and the publishing market helped tailor solutions specifically to LAPA’s needs.



The decision to choose Snapplify

LAPA chose Snapplify for their deep understanding of both technology and the book industry. Snapplify’s local presence in South Africa and commitment to excellent customer service resonated with LAPA’s needs for a reliable, cost-effective solution to manage their growing digital product line. Snapplify’s ability to address both technical and service challenges made them the ideal partner for LAPA’s digital transformation.

About LAPA Publishers



LAPA Publishers is owned by Penguin Random House South Africa, a division of the international publishing giant Penguin Random House. They offer a wide selection of top-quality, multi-lingual books for readers of all ages. Their extensive catalogue covers everything from fiction to educational content, making them a trusted brand in the local publishing industry.