Grupo Anaya revolutionizes customer management with Salesforce Data Cloud

Client profile

Grupo Anaya is a prominent Spanish publishing group, founded in 1959, that spans various genres and audiences.

The company, a leader in education, has expanded its offerings through multiple publishing imprints, allowing it to cover a wide range of topics and formats. Among its imprints are Anaya Educación (textbooks), Anaya Infantil y Juvenil (children's and young adult literature), Cátedra (literary criticism and art), Alianza Editorial (classics and essays), Oberon (nonfiction), and Faeris (a new fantasy genre imprint).

With this diversity, it's positioned as a benchmark in the publication of educational, literary and popular science works in the Spanish-speaking world.

Facing the challenge of managing an increasing volume of data scattered across multiple systems, Grupo Anaya partnered with NTT DATA to create a platform built on Salesforce Data Cloud to centralize vital information and enable efficient segmentation and personalization of customer interactions. This has allowed them to optimize their marketing strategies, improve customer service and strengthen their position in the education sector.

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> We chose Salesforce, and NTT DATA as our partner, to take on a complex and ambitious project and to properly address the needs and preferences of each user, significantly improving the experience for all our customers. We now have a solid foundation, to which we are adding use cases that exponentially increase value across all areas."

Jorge Martín Ibarra, CIO, Grupo Anaya

Business need

Solving the data puzzle

Digitalization has transformed the way companies interact with their customers, and Grupo Anaya is no exception.

With a diverse customer ecosystem — ranging from teachers and students to bookstores and distributors — the company faced a critical issue: data fragmentation.

Customer information was scattered across multiple disconnected platforms and systems, making it difficult to build a 360 view of the user. Without a single source of truth, personalizing experiences and achieving effective segmentation became nearly impossible. Additionally, the lack of integration between communication channels created inefficiencies in managing subscriptions, newsletters and corporate communications, negatively impacting customer loyalty and relationships.

This challenge was compounded by the market's growing demand for more agile and personalized digital experiences. Grupo Anaya needed a solution capable of centralizing, structuring, and leveraging its vast universe of data to improve decision-making and deliver a service truly tailored to each user's needs.

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Grupo Anaya considers our user — whether a reader, teacher, student, family member or all of the above — as the central focus for transforming our services. To achieve this, we needed to unify our communication channels, offering more efficient and personalized support."

Jorge Martín Ibarra, CIO, Grupo Anaya

Solution

Unified data, smarter engagement

To address this challenge, NTT DATA implemented a solution based on Salesforce Data Cloud. This platform enabled the centralization and structuring of information, making customer experience segmentation and personalization easier.

The solution included:

- Salesforce Data Cloud to consolidate data from various sources and create a 360 customer view
- Salesforce Identity, which unified user access across platforms, enhancing security and the navigation experience
- Salesforce Marketing Cloud, optimizing segmented campaign management and interaction automation
- Personalization Builder, allowing real-time content adaptation based on user interests and behavior

This combination of tools has enabled Grupo Anaya to transform its customer management model, shifting from a fragmented approach to a fully integrated and automated system.

Outcomes

Next-level customer engagement

The implementation of Salesforce Data Cloud has marked a turning point in Grupo Anaya's customer management.

The main achievements of the project include:

- **Centralization and advanced customer segmentation**
  Grupo Anaya has optimized the management of over 900,000 unique customers by unifying information on a single platform. It now has a 360 view of each user, including registration data, purchase history, active licenses and support inquiries.
- **Migration to a single identity**
  Identity fragmentation across the company's digital channels has been eliminated. Each customer now has a single, centralized profile, enabling seamless interaction across all touchpoints — such as the teacher and student portals, newsletters, online store and customer service.

- **Campaign automation and personalization**

  Thanks to Salesforce Marketing Cloud, Grupo Anaya has improved audience segmentation and personalized customer communication based on behavior and interests. This has increased engagement, improved conversion rates and strengthened customer loyalty.

- **Greater customer loyalty and satisfaction**

  The use of real-time data has enabled more relevant experiences, boosting user trust and satisfaction with the brand. As a result, there has been a significant increase in customer retention and interaction across communication channels.

- **Operational optimization**

  Process automation and reduced manual tasks have led to more efficient management of subscriptions and corporate communications, improving response times and service quality.

- **In short, the implemented solution has transformed** Grupo Anaya's relationship with its customers, enabling more agile, personalized communication tailored to each user's needs.

Next steps

With the technological foundation now in place, Grupo Anaya is preparing to take its digital transformation to the next level. The company plans to develop new use cases to maximize the platform's potential and expand its impact on the user experience.

It will also continue to measure and optimize customer response, ensuring that every interaction aligns with user needs and expectations. As part of this evolution, new communication channels and personalized strategies will be explored to reinforce loyalty and increase user engagement.

Another key focus will be internal team training, ensuring that Grupo Anaya's professionals can make the most of the platform and apply best practices in their daily operations. Feedback collection mechanisms will also be implemented to continuously refine and improve the company's value proposition.

With these steps, the publishing group will not only strengthen its relationship with current customers but also reinforce its position in the educational and literary sectors, attracting new users and delivering an increasingly rich and personalized experience.

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The project required careful planning and task management, as well as advanced knowledge of Salesforce's technical capabilities. NTT DATA brought this expertise, along with a suite of solutions and tools that leverage the MuleSoft platform to integrate and connect various systems and applications within a diverse and extensive educational ecosystem."

Miguel Díaz Rubio, Head of Salesforce, NTT DATA

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