

RightsLink for Permissions Update

Release Notes: March 2020 19

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WHAT'S NEW WITH RIGHTSLINK FOR PERMISSIONS?

We are pleased to present a preview of the RightsLink For Permissions release, which released on 28 March 2020.

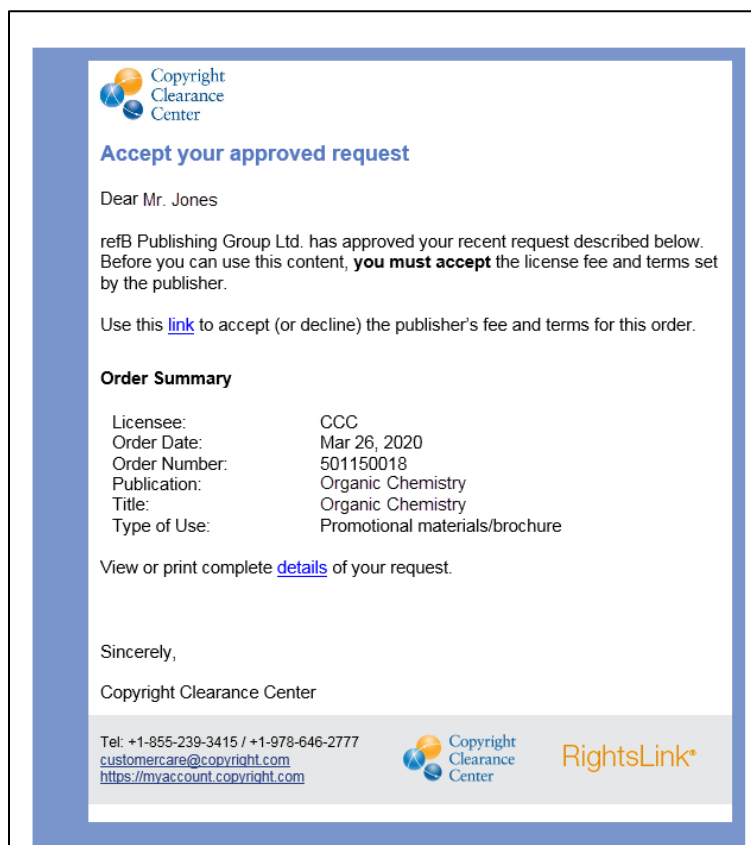
March 2020 Release Notes

Capture and surface buyer reason for declining special request offer.

At the RightsLink Roundtable meeting in October 2019, publishers expressed a need for more insight into buyer behavior – what are buyers seeking, where are the bottlenecks, and how can we improve their experience? As part of this effort, the RightsLink For Permissions team has taken steps to capture and surface the reason a buyer has declined a special request offer from the publisher.

These steps are as follows:

1. Now, when buyers receive their offers, it's possible for them to look at the fee and simply delete the email if they decide the fee is too high. If they do this, we lose the ability to record their “decline reason.” Instead, we are changing the delivery of an offer and requiring the buyer to click on a link within the email leading buyers directly to RightsLink For Permissions ‘My Account’ where they can view the price and take further action. The workflow encourages buyers to take action within the application so that we can capture this important data. The capture and surface of the buyer's decline reason provides publishers with insight to improve the buyer experience and re-engage the buyer with a counteroffer.



2. To support user adoption of the decline-reason tracking feature, we simplified the user experience by including drop-down options. This requires buyers to indicate WHY they are declining a publisher offer. The dropdown will include the following decline reasons:

- a. Fee is too high
- b. Duplicate request
- c. Request processing time was too long
- d. No longer planning to reuse this material
- e. Received permission directly from publisher
- f. Requested by mistake
- g. Other

Decline

In choosing to decline, you are canceling your order. Please enter your reason before clicking the Decline button. This will assist Rightslink and the publisher in better serving your licensing requirements.

If you do not want to cancel your order, click the Back button.

Reason for Declining

make a selection

make a selection
Fee is too high
Duplicate request
Request processing time was too long
No longer planning to reuse this material
Received permission directly from publisher
Requested by mistake
Other

BACK

DECLINE

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Comments? We would like to hear from you. E-mail us at [rights@copyright.com](#)

This application is for informational purposes only. It does not generate orders or rights. Rights are actually being granted or orders generated by this software.

We have surfaced this data point for publishers to analyze in several places within [RightsLink For Permissions PubAdmin](#):

- We adapted the current job ticket queue, “Permissions Orders – denied/cancelled/expired/declined” to include “offer declined” in the Status column of report.

Job Tickets

Customers

Aging Reports

Administration

Search Results

Job Ticket

Customer

Content

Printable Job Ticket

Job Ticket History

Internal Comments

Job Tickets

Please select from the following Job Tickets.

NOTE: Your search results have been limited to a maximum of 1,000 items.

Clear all filters

<input type="checkbox"/>	Job Ticket	Owner	Status	Declined Reason	▲ Offer Price	TOU	Requester Type	Company	Order Date
<input checked="" type="checkbox"/>	501117685		Offer Expired	Client has called off their project.	5,727.00 \$	Promotional Materials/Pamphlet/Brochure	Pharmaceutical/medical products company	USACO	Mar 8, 2016

- Job ticket search results will include an additional column for “Declined Reason” if there are declined job tickets in the search results.

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Please select from the following Job Tickets.

Activate filters

<input type="checkbox"/>	Job Ticket ▼	Owner	Status	Declined Reason	Offer Price	TOU	Requester Type	Company	Order Date
<input checked="" type="checkbox"/>	501104263		Offer Expired	Already closed a different agreement	\$28.00	\$	Book/Textbook	Pharmaceutical/medical products company	Aram Diez Feb 2, 2016

REFRESH

DOWNLOAD EXCEL

- The Excel reports that publishers download from the job ticket queue or the job ticket status tables now feature a column for “offer approved” and another for “offer declined.”

Job Ticket	Publisher	Publication	Status	Declined Reason	Content Title	Company	Order Date
501104263	John Wiley and Sons	Journal of Veterinary Emergency and Critical Care	Offer Expired	Already closed a different agreement	RECOVER evidence and knowledge gap analysis on veterinary CPR. Part 7: Clinical guidelines	Aram Diez	Feb 02, 2016

- We’ve also added a “Decline Reason” column to the job ticket history page.

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Job Ticket History

Please review the change history for job ticket 501104263.

Status	Owner	Change time	Changed by	Change reason
Order Pending		Feb 2, 2016 2:15 AM EST	Customer User	Order Creation
Order Approved		Feb 3, 2016 4:29 AM EST		Normal Progression
Customer Responded		Feb 3, 2016 4:44 AM EST		Normal Progression
Order Approved		Feb 3, 2016 10:27 AM EST		Normal Progression
Offer Declined		Apr 4, 2016 2:31 AM EDT	MY_ACCOUNT_USER	User Update
Offer Expired		Jun 4, 2016 7:00 AM EDT	EXPIRE BATCH PROCESS	Bulk Update

Job Ticket Attribute History

Attribute	Previous Value	New Value	Change time	Changed by
Confirmation Link			Feb 3, 2016 4:29 AM EST	
Total Price	Not Available		Feb 3, 2016 4:29 AM EST	
Total Price	5,713.2	828	Feb 3, 2016 10:27 AM EST	
Declined Reason		Already closed a different agreement	Apr 4, 2016 2:31 AM EDT	MY_ACCOUNT_USER

QUESTIONS?

Contact Eric Hall at ehall@copyright.com or your Account Manager.