



Precision Print Communications – a Safeguard Distributor

Case Study – Online Ordering

The Problem

A large rapidly growing mortgage brokerage company located in the Philadelphia area was recently struggling to keep up with company growth and new location openings. New employees were consistently ordering new business cards, letterheads, envelopes and promotional items through a single purchasing agent at the corporate office. The purchasing agent was charged with the task of proofing multiple orders with different vendors and emailing/faxing small type changes back and forth between company employees and vendors. In some cases, employees would order outside of the corporate network resulting in inconsistent marketing materials for office locations nationwide. This process resulted in loss of administrative work hours, long lead times, accounting issues and an inconsistent nationwide branding effort.

The Solution

Precision Print Communications demonstrated their customized online print ordering system for the client. By utilizing customized templates for business cards, envelopes, letterheads, thank you cards and other marketing materials, the system was able to personalize items for each location and employee online and obtain instant proofs - eliminating unnecessary steps associated with requisitions, edits and approvals. Precision's integrated web-to-print system reduced client lead times by placing approved orders directly into production at the closest nationwide production facility reducing transit times and freight costs for locations outside the Mid-Atlantic region. Location and accounting information captured during check out is populated into a single monthly summary invoice allowing the accounting department to drastically reduce the number of AP transactions and virtually eliminate the time necessary to create journal entries for every print transaction. Precision's personalized item templates locked in corporate branding guidelines such as fonts, papers, logos, colors and formats nationwide while allowing the company to streamline their order process.

The overall result for Precision's client was lower print and freight costs, a large reduction in order processing costs, faster nationwide delivery and consistent marketing materials companywide. Whether you are a small business or a large nationwide corporation, contact Precision today for a free demo and to see how Precision's Online Ordering Solutions can help your business improve operational efficiency and lower your overall printing and marketing expense.

