

case study

National Telecommunications Company

Background/Problem

In September 2005 Quantum Group identified an opportunity to assist a national telecommunications company in meeting its six strategic business objectives. These objectives were to grow revenue, gain market share, increase profitability, increase productivity, offer the best customer experience and strengthen the company's culture.

One of the most significant challenges the company faced in meeting these objectives was in their printed marketing materials. The existing system was inefficient, maximizing costs and slowing the turn around time for materials to reach the market. Additionally, a lack of flexibility was becoming problematic for frequent regulatory updates, and prevented the creation of region specific messages. The company knew what it wanted to accomplish, but was unsure how to overcome these hurdles and fulfill its objectives.

Quantum Group Solution

Quantum Group's end-to-end production capabilities and programming support proved to be a perfect match to the company's needs. After analyzing the existing workflow against the six main objectives, Quantum Group identified key inhibitors that needed to be overcome, including a fragmented ordering process, excess inventory, and lack of customizability.

Quantum Group responded by developing an easy-to-use Web-based collateral management and fulfillment solution that enabled total flexibility and control from design through final fulfillment. Launched in December 2006, the system leverages the latest technology to print on-demand customized material, as well as order and manage inventory for static print collateral and premium items. Company representatives gained the ability to create customized orders and track and manage their own collateral while maintaining brand integrity.

The solution also allows system users to create, access and order communications efficiently, increase speed to market, reduce inventory costs with premium quality, delivering:

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Speed:

- >> Print-on-demand
- >> Pick-and-pack fulfillment functionality
- >> 24/7 availability and easy update of collateral material

Savings:

- >> Each order produced based on the most efficient method for desired results
- >> Orders only what is needed, when it is needed for less waste and reduced storage cost
- >> Reduced man hours and increased productivity

Flexibility:

- >> Custom templates to account for all variables
- >> Control under one roof allows responses to ever-changing needs
- >> Allows provider to personalize and communicate only relevant information, localize national campaigns and increase response to customer needs
- >> Additional tools include inventory management, database management, brand management, reporting, order history monitoring

Benefits/Outcome

The benefits of Quantum Group's comprehensive solution were immediately felt. Representatives are now able to engage in highly-targeted, highly-efficient marketing by ordering precise quantities of region-specific materials on demand. The material is custom created for a select audience with consistent branding across all communication, and overall marketing activity has increased due to efficiency and reduced costs. The next effect for the company has been a significant increase in relevant, consistent messaging for a stronger brand and extended reach to both current and future customers.