

New Business Pitch Helps Printer Improve Proof Approval Process for Entire Customer Base

A PROOF-it-ONLINE study in efficiency.

Project

Healthcare Forms Printing & Project Management

Company

Apollo Press –
A Full-Service Commercial
Print Manufacturer

Problem

Apollo Press, a full-service print manufacturer, was pitching a proposal for high-volume forms printing for a large university/healthcare provider. One contract condition required that the winning printer have an online proofing system with documentation capabilities. Both Apollo Press and the prospective customer had experience with proof review via emailing PDFs, but were aware of the limitations: technical problems due to file size, lost or misplaced files, and no project tracking or accountability capabilities. Plus tracking edits through written instructions proved tedious and hard to document. Apollo knew there was a better way to manage document approvals, and - they hoped - it would help them land this prestigious account.

Solution

Apollo selected PROOF-it-ONLINE's Agility™, an enterprise-level proofing and approval management solution, which was an ideal match for their high-volume custom approval needs. Agility is designed to integrate with existing enterprise applications, while offering high-volume content uploading capabilities and features to help companies efficiently manage and streamline the approval processes.

As part of its technology selection process, Apollo wanted to ensure that customers with all levels of technical experience could learn and effectively use an online-driven process. PROOF-it-ONLINE required only minimal training and soon put everyone at ease. With Agility, Apollo found the online proofing solution that could prove the deciding factor with its potential new client.

Results

Apollo presented PROOF-it-ONLINE's Agility as part of its service offerings for the university/healthcare provider. It turned out to be just the proofing solution the customer wanted – Apollo landed the account! And, users at Apollo have responded especially favorably to Agility's ability to track when customers view proofs and make edits, keeping changes in one place and eliminating the tiring trail of written edits. "The tracking capabilities hold everyone accountable for their actions. Having this information available for dispute management will be invaluable," Apollo commented.

Based on the overwhelming positive feedback, Apollo plans to expand the PROOF-it-ONLINE approval process to other accounts. The company has quickly learned that the fast turn-around time and approval documentation that Agility affords has solidified its leadership position in response time, affordability and service to print customers. And at the end of the day, pitching a new client helped Apollo improve business processes for its entire customer base.

LEARN MORE

To find out how PROOF-it-ONLINE can automate and improve the proof approval process for your business – saving you time, money and hassle – call us today at 888.462.8044, or visit our website at www.proofitonline.com.