

Project

NMS processes hundreds of proof approvals every month, requiring their system to store tens of thousands of multipage PDF files to the network. As a result, the system began to breakdown, requiring the company to reduce the number of proof files their system was managing. And fast!

Company

Nationwide Marketing Solutions (NMS), provider of creative marketing concepts and printing services for more than 10 years, services credit unions and other financial institutions.

Way More Than an Approval Solution

Nationwide Marketing Solutions: A Case Study in Building Customer Relations While Improving Process Efficiencies & Generating Additional Sales

Problem

"The number of large files that had built up from proofs began to plague our system," says Nationwide Marketing Solutions' Jim Nazario, Director of Marketing Operations. "In addition to freeing up our network, it was important for us to find ways to improve efficiencies and enhance the proof review process for customers."

The problem was, in using traditional proof review methods (including PDFs and hard copies), determining customer comments and requests was difficult, leading to inefficiencies in communications and the process as a whole. Nazario knew that if something wasn't done quickly to eliminate disconnects throughout the process, the company's ability to service customers would be compromised. In addition, NMS would miss the chance to realize the significant improvements in efficiency and customer relations that they knew were possible.

Solution

NMS turned to PROOF-it-ONLINE's proof approval management solution, which not only relieved the burden on the company's network, but also decreased the time it took to complete proof approvals by 75 percent, leading to an improvement in overall production efficiencies by 40 percent.

NMS implemented PROOF-it-ONLINE's web hosted technology in the Fall of 2007. Today, the company uses the system exclusively for hundreds of customers across the country, supporting all 23 product ranges.

Results

"Not only did we begin immediately saving a tremendous amount of time, but so did our customers," says Nazario. "We no longer had to print hard copies, write emails, track status and call customers to get sign offs. The system did it all automatically. And customers loved it right away!" Nazario explains that customers could easily and conveniently review proofs and provide feedback, knowing their comments would be clearly communicated and returned to the right place immediately.

Nazario was surprised by the level of acceptance. "I expected more resistance from customers and a higher learning curve," he explains. "But our customers embraced the new system and came up to speed quickly. PROOF-it-ONLINE translates into tremendous value for them and for our company as a whole."

ADDED BENEFITS: SALES BOOSTS

In addition to improved customer relations and retention rates, Nazario expects the new online proofing process will help NMS boost sales revenue by 10-12 percent now that associates are free to better service customers rather than chase down proof approvals.

Plus, NMS began using dropOFFER™, PROOF-it-ONLINE's e-Transactional marketing feature designed to generate high-margin, incremental revenues by integrating marketing messages into the proof review process. "We've sold numerous items by enabling dropOFFER and sending customers to our promotional landing page at the end of their review process – as a reward for proofing online. So, we can certainly attribute additional sales to the online proofing solution PROOF-it-ONLINE," said Nazario. "Although we're still in the testing phase of this marketing initiative, I expect dropOFFER will become a viable tool to aid us in generating additional sales from daily customer transactions. The potential is intriguing and exciting for us."

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