

Project

AlphaGraphics of Boston needed to improve their business center's proof approval management process.

Company

AlphaGraphics, a visual communications franchisor providing a wide range of solutions for design, digital copying, printing, one-to-one marketing, digital archiving and mailing services to small-to medium-sized businesses as well as corporate entities.

Getting Sign off's in a Snap!

Alpha Graphics: A Case Study in Accelerating Approvals and Enhancing the Customer Experience

Problem

"In addition to saving time and money, we were looking for a way to improve the overall customer experience and elicit better response times on approvals from our customers. We needed a way to help them review and approve projects, quickly and easily," says Carmine Camerato, owner, AlphaGraphics of Boston.

The problem was, Camerato's center was experiencing a bottleneck of open projects while proof sign off's sat for sometimes weeks at a time. Camerato recognized that customers did not respond quickly to proofs delivered via email, and it was costing him valuable time and money to hand deliver printed proofs to customers throughout the city. Additionally, there was no organized way to track and manage the approvals once they were received.

Solution

AlphaGraphics of Boston turned to PROOF-it-ONLINE's proof approval management solution. Sign off's came quickly and accountability was finally added to their proofing process through the solution's detailed tracking capabilities. In addition, the company achieved significant cost savings because they no longer had to print and deliver hard copy proofs to customers.

"We didn't realize how the technology would instantly eliminate the bottleneck of open projects we've faced in the past," says Camerato.

Results

AlphaGraphics of Boston began using PROOF-it-ONLINE to support customers' proof approvals in March, 2007. Today, the company uses the system exclusively for hundreds of customers throughout the Boston Metropolitan area, supporting nearly 300 proofs every month.

Camerato adds, "Faster customer sign off's mean we can respond quicker to customer needs, while gaining significant efficiencies internally. In addition, we're presenting a more professional, polished image with PROOF-it-ONLINE.

Since first implementing the technology, customers have embraced it; they've told us it's easy-to-use and far more convenient than signing off on PDF's or hard copies."

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.proofonline.com.