

Helping those who help others.

A nationally renowned, non-profit cancer research and awareness organization needed help. With over 70 chapters across the country, printing and distributing the promotional materials for each location's primary fundraising event had become cumbersome, costly and inaccurate.

Prior to partnering with Specialty, the organization implemented an online web-to-print solution in the hope of streamlining the ordering process. But, that system quickly broke down under the weight of volume and the need for so much intervention on the part of the national marketing department in customizing each chapter's version.

Specialty brought some fresh thinking to the party by implementing a dedicated call center, staffed by specifically trained customer service personnel, to take the weight off of the marketing staff. Specialty redesigned the web-to-print solution to make it more user-friendly and provided technical assistance and training to the chapters' personnel utilizing the interface. The new web-based system automatically links the chapters' unique sponsorship logos and generates a PDF proof back to each chapter.

Specialty even rethought the mailroom process. By integrating multiple methods of delivery, freight costs were lowered.

The outcome? Order errors were completely eliminated and all of the promotional materials were delivered to their proper locations via the most cost- and time-effective methods. The result was smoother, more organized charity events and happier sponsors.

