

# Manufacturing Company Outsources Print Management

A US manufacturing company shored up management of its in-house document printing and distribution facilities by outsourcing to OneTouchPoint. Setting up a single contact point freed up staff to focus on core competencies and reduced overall print management costs.

## The Business Challenge:

This manufacturing company was managing multiple vendors, contracts, and service level agreements, all through an in-house print shop and mail room with its own requirements for equipment, IT resources, and supplies. The company was frustrated by the sprawling costs and the time and energy staff had to dedicate to managing a full onsite print shop, fulfillment and distribution center, instead of the core functions of their jobs.

The organization knew it needed a single contact point to head up printing and shipping both onsite and in offsite facilities around the globe, managing order fulfillment, distribution, and tracking.

### The Customer

- Major US manufacturer
- Sprawling onsite printshop and mailroom

### At Stake:

- Simplify Operations
- Lower Costs
- Program Efficiency

# Why OneTouchPoint:

OneTouchPoint successfully provides end-to-end marketing supply chain business process outsource (BPO) programs, both onsite at client facilities and from our own facilities. Our depth and breadth of experience in print services, fulfillment and distribution, call center activity, and more made us the obvious choice to partner with this manufacturing company.

## Onsite Print, Fulfillment, and Equipment Management

Taking charge of the company's inhouse program—managing production, fulfillment and distribution and even handling IT and equipment maintenance—allowed the company's staff to focus their time and energy on the higher-level strategies and processes that were central to their jobs.

## Call Center and Lead Management

Beyond the logistics of order production and fulfillment, our onsite services include print management, copy center, onsite equipment, mail room, call center and receptionist services, freeing up more resources to focus on core competencies.

## Offsite and Hybrid Print and Fulfillment Management

For companies distributing materials across the country or the globe, onsite-only printing and fulfillment may not be the most economical option. OneTouchPoint has seven locations across the country, and our offsite and hybrid fulfillment options allow customers to significantly reduce inventory management and shipping costs.



## Solutions and Results:

**\$3.5  
Million**

in cost savings for  
OneTouchPoint  
customer since 2003

OneTouchPoint implemented an onsite program for this manufacturer, employing more than 60 associates to support print services, fulfillment and distribution, lead management and call center activity. OneTouchPoint also implemented a customized online fulfillment management tool to support all account activity.

With OneTouchPoint, brand decision-makers can make informed decisions about how to best achieve goals at the national and local level, optimizing document printing and distribution. OneTouchPoint's customized solutions empower business leaders to minimize the costs and headaches that come with in-house print management, outsourcing production, distribution, lead management, and call center activity and freeing employees to do what they truly do best.

### **Streamlined Back-Office Processes**

While competing providers could only offer piecemeal solutions, OneTouchPoint became the single contact point this manufacturing company needed to spearhead their document program both onsite and from various global facilities. When organizational leaders and their teams need to refocus responsibilities, conserve resources, and streamline the mundane marketing and document fulfillment tasks that eat up time and money, OneTouchPoint is the ideal partner.

Since 2003, OneTouchPoint has provided flexible pricing structures, no volume commitments, and over \$3.5 million in cost savings. Our clients can see anywhere from a 10 to 12 percent year-over-year spend reduction in both direct materials costs and productivity, increased machine uptime, on-time delivery, and high quality of service and product.

# Form. Meet Function.

OneTouchPoint helps brands and organizations marry form and function with beautifully-crafted marketing assets, produced at scale with purpose-built technologies and managed services.

OneTouchPoint's expansive and geographically-dispersed facilities cut production and shipping costs. At the same time, integrated services and decades of domain experience can meet the needs of the entire marketing supply chain through a single touchpoint. Companies struggling to manage in-house print shops and mail rooms can rely on OneTouchPoint to streamline these operations. We'll do what we do best, so your employees can do what they do best.

**Find out why more than 3,000 innovators in manufacturing, franchise, retail, healthcare, and financial services choose OneTouchPoint for branded customer engagement and supply chain management.**

## Contact OneTouchPoint Today

Visit [1touchpoint.com](https://1touchpoint.com) or email [info@1touchpoint.com](mailto:info@1touchpoint.com).