

Durable Goods Manufacturer

A durable goods manufacturer leveraged a custom variable print-on-demand and literature fulfillment program to personalize marketing collateral and keep track of marketing budget allocation.

The Business Challenge:

A durable goods manufacturer wanted an effective way to personalize marketing collateral based on sales channel, event type, and delivery method, all while keeping track of marketing budget allocations. The client has company owned stores, big box distribution, and boutique retail outlets who all had unique requirements and different marketing literature allocations. If a particular distributor/retailer exceeded their allocation of company supplied literature, the business partner had to provide a method for credit card payment.

In addition, the marketing portal for distributors/retailers had to work in conjunction with the company's B-to-C literature request site, not in competition with the direct-to-consumer literature fulfillment program. The company wanted an easy to access site for potential consumers to request electronic or printed information, and a secure, password protected, tiered access site for distributors and/or retailers to access static and personalized literature.

Additionally, the literature related sites had to integrate into several existing customer systems including their CRM system, Enterprise Management system, and corporate website and intranet. The customer also required call center support via toll-free telephone number, and complete, accurate, timely reporting on the status and effectiveness of the program on an ongoing basis.

The Customer

- Durable goods manufacturer
- Company-owned stores, big box distribution, and boutique retail outlets
- Existing customer systems requiring integration

At Stake:

- Budget control
- Spending insight
- Centralized brand management
- Personalized collateral
- Timely reporting
- Systems integration

Why OneTouchPoint:

OneTouchPoint's domain expertise in local and national marketing coordination and execution quickly differentiated it from the competition, as well as its technology offering, U.Connect, a platform that enables end-to-end management of marketing campaign execution from production to distribution. Using the U.Connect platform, we worked with the client to develop marketing portals that integrated with existing systems and managed collateral fulfillment for every sales channel. The client was so impressed that it renewed its contract and has since relied on OneTouchPoint to provide additional solutions resulting in improved results, increased efficiencies, and increased marketing budget ROI.

Personalized within Strict Brand Standards

Distributors and retail outlets can order variable, print-on-demand marketing collateral. And while they can personalize collateral to their own customer needs, the program limits personalization to ensure it adheres to strict standards, protecting the consistency and reputation of the brand.

Simplified Literature Requests

Distributors and retailers can have literature shipped to their location or mailed on their behalf, and potential customers can just as easily request printed literature via the customer website.

In-Depth Reporting

Marketing allocation budgets are carefully tracked, and the system offers payment options once a seller exceeds literature allocations. Additionally, real-time budget management and reporting capabilities continuously document spend and program performance.

Customer Experience Support

OneTouchPoint's program integrates with existing CRM system to facilitate lead generation and with the holistic cross-media communication strategy, allowing multiple touches to the client's prospective customers. Call center customer support also helps ensure reliable service and a positive customer experience.



Solutions and Results:

OneTouchPoint successfully developed a variable print-on-demand and literature fulfillment program that exceeded all of the customer's requirements. OneTouchPoint worked with the client to develop marketing portals that integrate with the client's systems to deliver variable, personalized print-on-demand marketing collateral for distributors and retail outlets; support fast, accurate delivery and mailing; track and manage marketing budget allocation; integrate with existing systems to improve both customer and employee experiences, and much more.

With OneTouchPoint, brand decision-makers can make informed decisions on how to best achieve goals at the national and local level, optimizing marketing execution across channels. OneTouchPoint's solution empowers sellers to order what they need when they need it, in large or small quantities—with the ability to customize content like customer information and local contact details without overriding company brand requirements.

Streamlined Back-Office Processes

Where competing providers could offer only third-party solutions, OneTouchPoint created a bespoke solution that made collateral customization and budget management simple 24/7. Manual quotes, purchase orders and invoices are a thing of the past. Once an order is placed, the system automatically queues it for sign-off, if needed. The moment it's approved, OneTouchPoint receives the request and begins preparing for delivery. Tracking, pricing and billing happen automatically, with no user intervention required.

When organizational leaders need deeper insight, the platform gives them a central place to evaluate spending and streamline their operations based on up-to-the-minute ordering data. And all this time OneTouchPoint representatives are available to provide any users immediate, personalized support.

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. From big-box retailers to company-owned stores to independent boutiques, every seller can order the personalized collateral it needs when it needs it, without jeopardizing brand consistency or budget allocations.

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 or email info@1touchpoint.com.