PrintShop Mail
Connect

DRAMATICALLY SPEED UP PRINT PRODUCTION TIME


COMPANY PROFILE

WARNERS GROUP PUBLICATIONS PLC

Warners Group Publications PLC is a family-run business that was established over 80 years ago. The company is based in Bourne, Lincolnshire, and specializes in magazine publishing.

With revenues of more than £20 million a year, a growing employee base and more than 30 trade and consumer magazines, the company needed to revise its current systems to ensure they were offering the best possible service to their clients' customers.
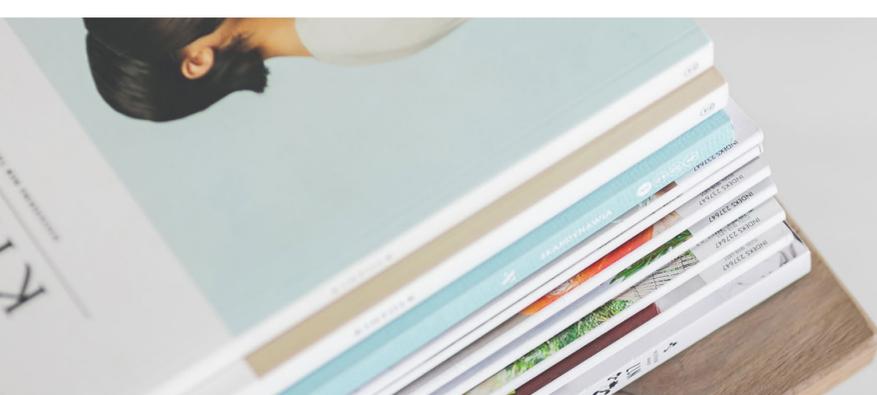
Before

THE ISSUES

- The company needed to get a large volume of subscription letters out each month.

- They needed to ensure all deadlines for subscription letters were met to avoid loss of revenue for their clients.

- Production time was slow, which led to inefficiencies within the print department.

- The IT Department needed to be involved to set up page overflows, which caused unnecessary pressures on internal resources.

- There were only basic, limited mail merge options, which restricted on their final output.

- Little flexibility was available for personalizing subscription letters, which meant that customers were receiving basic-level communications.

Objectives

- Gain more flexibility while working with a variety of systems.

- Significantly reduce the time spent on producing customer subscription renewal letters.

- Enable future growth for the business by creating more availability in print production.

- Improve the customer retention rate by offering more personalization options.

- Adopt a user-friendly tool that requires minimal investment in training.

Now

THE SOLUTION

- It now takes less time to produce subscription letters, making their print room more available throughout business hours.

- Now that they have a more efficient print room, opportunities to take on additional / ad hoc print jobs have increased.

- The company can effectively integrate a variety of systems to cover many areas of production with no difficulty.

- Pressures on staff to meet monthly deadlines for subscription letters has been significantly reduced.

- They can now easily personalize their subscription letters, adding new value to their customers as the end users receive more engaging communications.

- Page overflow can now be instantly automated, allowing for shorter preparation time and less pressure on the IT Department.

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