



Optimizing Client Communications and Distribution

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Case Study | Industry: Non-Profit, Education and Training

# Document Editing and Digital Print Management



*TGI Direct's state-of-the-art processes solved the client's production and delivery problems.*

## OBJECTIVE:

The client, an independent, non-profit, public outreach organization providing educational training products to educators and school districts with a major focus on dis-advantaged students. The client currently has 350 educational training products in its inventory. These products are ordered and shipped out daily. Occasionally, the low inventory notification system put in place was not giving their staff ample time to go through all the steps necessary for prompt delivery of needed materials, and unfortunately on some items, they were experiencing constant out-of-stock or inventory waste issues. The client's goal was to create a new system that overcame this choke-point in their delivery platform. They also wanted to streamline production of new materials and get their products into the educator's hands as quickly and efficiently as possible.

## STRATEGY:

TGI Direct developed a print-on-demand system for the client's entire inventory to eliminate the out-of-stock and inventory waste issues and produce faster results along every step of the process. The print-on-demand system integrates with the client's daily fulfillment program and generates a digital print order when a product reaches a low-inventory level, thereby giving the staff plenty of time to edit, proofread and print new materials to meet their customer's current needs, and any changes in curriculum. The new system automated the entire editing, proofing and printing process--liberating the staff from many of the time-consuming, manual tasks they performed previously. TGI Direct also created a document archive system to maintain continuity and allow the client to print previous versions of materials, if needed by the customer. TGI Direct's new system ensures that all document edits are captured and version recorded, so that the client knows what was changed, when it was changed and by whom these changes are being made.



## RESULTS:

TGI Direct's state-of-the-art processes solved the client's production and delivery problems which had resulted in low customer satisfaction in stores. The client has eliminated all out-of-stock issues using the print-on-demand system that is now accessible to them. The automation of the editing and printing process gives the client's staff the freedom to concentrate on their primary mission and focus their efforts on customer service. Additionally, the new system provides the client with an archival library of previous versions of their product inventory. Staff productivity has been increased, turnaround time on all orders has been greatly improved and their customers are thrilled with the new ordering options and faster delivery.