HOW A LEADING NATIONAL CHARITY SAVED 30% ON THEIR ANNUAL PRINT SPEND

THE CHALLENGES

1. PRINT PROCESS = LENGTHY
2. ARDUOUS = COSTLY

RVS regularly needed to print various items for marketing and educational purposes. Their previous printing process was needlessly lengthy, arduous and costly. Individual offices ordered collateral through a centralised marketing team, who also had to update artwork and obtain sign-off from the office before sending the final copy to be printed. The entire process relied on clear communication of complex instructions and required far too much back-and-forth between departments. It could take up to two weeks for the entire print and proofing process to complete. To make things worse, due to the fragmented print structure, brand consistency couldn't be maintained and it was near on impossible to track and report on costs.

HOW WE HELPED

1. SynCloud = Multiple offices can order print online from anywhere, at anytime
2. Changes to artwork can be made easily online
3. Seamless tracking of print spend and budgets

By implementing SynCloud, RVS streamlined their entire print and design function. Processes which took weeks now take minutes thanks to a bespoke Web2Print system that works like a ‘print Amazon’.
The new and simplified print process has improved efficiencies across all offices nationwide whilst also saving 30% on RVS’s annual print spend. The marketing team and regional staff have more time to focus on their primary responsibilities and therefore everyone is happier. Through SynCloud’s bespoke management reporting system, RVS is able to carefully benchmark print spend, enabling them to continuously improve performance and reduce inefficiencies as well as scale their printing requirements in line with the organisation’s growth.

We have 300 users registered to the platform which will continue to grow. We produce approximately 423,900 pieces of print collateral using 770 different materials annually. Using SynCloud has helped us to consolidate a number of different suppliers into a single online platform that’s easy to use and manage; saving 30% on our annual print spend. Furthermore, our users can easily amend artwork directly in SynCloud, making the design to print process seamless, thereby improving efficiencies and saving further on costs. In addition the customer service from Syncoms has been exceptional, the whole team are incredibly responsive and it is clear that customer service is of paramount importance to them.