ARE YOU STREAMLINING YOUR PROCESSES?

Streamlining processes aims to optimise operational tasks. It involves eliminating unnecessary steps, employing new technology, and implementing alternative methodologies.

There are several methods to streamline when managing and controlling your company's marketing material.

This means your business can:

- Maintain brand consistency
- Reduce costs through employee's time and print wastage
- Improve lead times
- Implement automatic approvals
- Manage your procurement control and inventory

Learn how these two franchise groups self-service their multi-office locations to improve their processes, minimise costs and maximises efficiencies.

DID YOU KNOW?

1 Consistency in your brand collateral, product, and messaging can boost your sales revenue by 33%.

2 Automation is one of the fastest growing industries. It's currently worth $6.1 billion dollars and is predicted to double in size by 2023.

3 Brands have an even stronger focus on inventory management since COVID-19.

4 Cost reduction is a top focus for Supply Chain and Inventory Management across the globe.

CASE 1: MEGASEALED

ABOUT MEGASEALED

Megasealed is a franchise network with 34 franchises across NSW, QLD, SA, VIC and WA.

The organisation provides re-grouting, tiling, waterproofing and anti-slip safety solutions for both household and commercial customers.

BACKGROUND

We were first approached by Megasealed to create a brand guidelines document for their marketing collateral. Uploading all digital and print assets to their own OPM portal was a natural progression due to their previous brand consistency issues.

Megasealed faced the following issues prior to hiring our services:

1. A lack of marketing collateral in one central location caused a delay in sourcing files, updating artwork to each franchise and sending files to print.

2. In the instance that there was marketing collateral, the information was outdated. The lack of updated information was a serious issue due to the legal and safety requirements Megasealed adheres to with tradesmen entering customers' homes.

3. A lack of resources led to brand inconsistency; Megasealed's franchisees were outsourcing their own marketing collateral, which was not only being designed inconsistently but being printed at various print suppliers, causing colour irregularities.

KEY OUTCOMES

By utilising an OPM site, Megasealed achieved the following objectives:
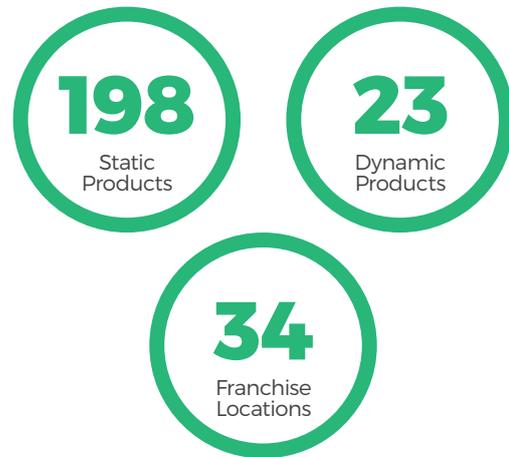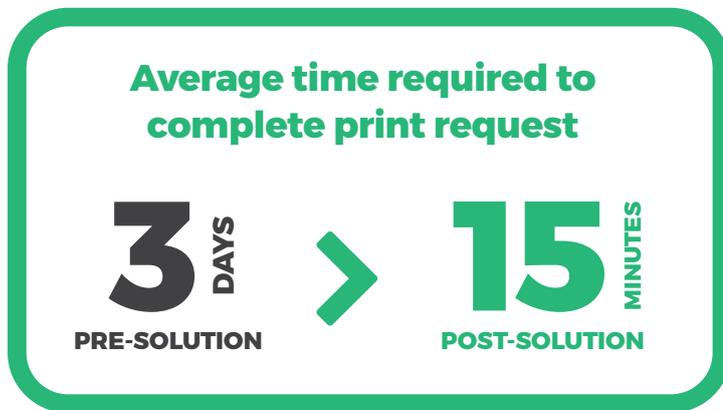
1. Brand consistency.

2. Improved printing turnaround time as print collateral is automatically sent to one central print supplier.

3. Easy-to-download compliance documents.

4. Version control – Time saved on sourcing the latest documents with the correct information now at their fingertips.

5. Availability of all marketing collateral on their franchise network through the portal.

6. Easy-to-personalise documents.

The portal has become more than an online marketing resource site — Megasealed chose to add inventory products to their site, which now acts as an external server accessible to all warehouses and franchisee staff. This has streamlined processes significantly by eliminating the need to enter all inventory in Excel sheets.

PROJECT DETAILS

Average time required to complete print request

3 DAYS
PRE-SOLUTION

>

15 MINUTES
POST-SOLUTION

198
Static Products

23
Dynamic Products

34
Franchise Locations

KEY INSIGHTS

Megasealed currently uses their OPM site as a key selling tool when approaching prospective franchise owners.

After the Megasealed OPM site was complete, the product gallery comprised over 220 products, including; stock items, corporate clothing, promo merchandise, stationery, digital assets, social media content, press advertising, print marketing, NCR books, operations manuals and technical safety and brand guidelines.

TESTIMONIAL

Megasealed is very pleased and satisfied with the OPM solution.

"The platform has streamlined our ordering process and saved our franchisees the time consumed in manually requesting collateral and sourcing quotations.

The skin update is great and the search tool makes OPM even more user-friendly than before. Our corporate staff and franchisees love the inbuilt demo videos that assist in ordering a product for the first time.

OPM has been an impressive sales tool for approaching prospective new franchise owners, which is vital for the growth of our business.

Overall, OPM is a quick and user-friendly portal to keep all our assets online."

Anna Filippova, National Marketing Coordinator

CASE 2: MSP PHOTOGRAPHY

ABOUT MSP PHOTOGRAPHY

MSP Photography is one of Australia's largest school photography service providers, photographing around 1.3 million pre-school, primary school and high school students across the nation annually. Their franchise network consists of over 25 local businesses backed by a national support network and state-of-the-art processing lab.

MSP has been a pioneer in school photography since 1991, and they know exactly how to create a hassle-free experience for staff, students and parents. Their mission is to prove to school communities that 'Life is easier with MSP'.

BACKGROUND

MSP Photography's marketing team was struggling to keep up with franchisees' demand for franchise-specific collateral including corporate stationery, marketing material, internal forms, documentation and digital artwork.

The franchisees required artwork to be designed manually, returned to them for approval, sent to print, printed and dispatched and then delivered to the franchisee.

We established that an OPM site for MSP would be a beneficial solution to streamline internal processes for the marketing team and the franchisees.

MSP Photography's franchisor appreciated that OPM could offer franchisees direct access to a franchise-specific portal where orders could be placed on-demand, payment for goods could be made upfront and artwork could be generated and approved for print automatically, without any intervention from the marketing team.

KEY OUTCOMES

1. Improvement in brand consistency

2. Boost in productivity

3. Increase in collateral orders

4. Decrease in average ordering time

5. Reduction in average production and delivery times

6. Decrease in number of re-proofs and re-orders

7. Elimination of the marketing team's involvement in transactional orders

8. Omission of franchisor's responsibility for proofing errors

PROJECT DETAILS

44 Individual Products

32 Franchise Locations

75 SECONDS Average order time

As MSP Photography's suite of collateral grows, their OPM site will be updated to include new content. Old content can be removed from OPM, thus reducing the chances of redundant artwork being circulated publicly. Their OPM site will house announcements, marketing summaries, presentation toolkits, speeches and scripts, and a wide range of supporting tools and resources.

TESTIMONIALS

"The OPM site looks great! I found the site simple to use and very intuitive."

Franchisee in Queensland

"I can say I found this website very user friendly, and I do feel that this is going to be a great tool."

Franchisee in Queensland

"OPM is able to give our franchisees access to their collateral when they want it. I am comfortable knowing that while orders can be placed at the whim of the franchisees, there is no option for them to edit, amend or adjust the artwork templates themselves. Maintaining the integrity of our brand through consistency and uniformity is easy with OPM."

National Marketing Manager

Worldwide
...more than just print

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