

ONLINE ORDER MANAGEMENT IN PRINTING INDUSTRY
ON THE EXAMPLE OF COPY POINT COMPANY

HOW DID COPY POINT BECOME AN UNLIMITED ONLINE PRINTING HOUSE FROM A SMALL PRINT POINT?

Case study of the implementation of an online ordering system that enables:

- increase in profitability of production by 15%
- increase production efficiency
- reduce the delivery time of the order up to 2 hours
- execution of orders throughout the country

CopyPoint

Digital and large format printing point in Poznan. The main specialization of the company is the implementation of CAD printing. The short execution time for such printing is particularly important to customers.

Challenge

Copy Point's main problem was an extended and complicated communication and customer service process.

What does that mean? The company was receiving more and more orders by email, and each one had to be handled manually.

Complicated customer service and a limited number of printing stations also created a problem with order queuing in terms of priorities and deadlines.

Customer goals

CopyPoint's business goal was to acquire new customers not only in Poznan but throughout Poland.

To achieve that, the company needed to simplify all customer-to-contractor order fulfillment processes.

The lack of a system that handles orders meant that it was difficult for employees:

- to serve new customers,
- to maintain the quality of that service at a high level.

Previously, CopyPoint's communication with customers was carried out solely by e-mail and telephone. The customer would send a request and attach a print file from an external cloud storage service. The employee of the printing house set the appropriate status of the message, downloaded the file, segregated it into the required folder, and sent it for processing.

It was a simple and practically costless approach, but it carried risks.

We took a closer look

Lack of convenience for customers

The limit on the size of attachments in a sent e-mail message forced clients to upload files to external systems and then attach links to e-mail.

Difficulty in executing orders in the proper order

When there are more orders, it is difficult for employees to segregate and accomplish them in the correct order. It affects the quality of communication and the time to complete the task.

Hiring another employee

In case of orders increase, it might be necessary to hire an additional employee. His tasks would include assigning a person to an assignment and setting a deadline for completion. Hiring another person would be an additional cost.

The company decided to look for a solution to the problem in the market.

The first idea was to use an off-the-shelf system, but no tool fit 100% of the company's needs.

Our proposed solution

Our response to the complex and lengthy customer service process was **automation**. We proposed and designed an online order management system that:

is simple and intuitive to use for every customer and employee

allows employees easily manage orders and their priority of execution

reduces the time of order processing by the employee to a minimum

allows for **analysis of productivity, profitability, and production occupancy**

allows for increased **efficiency and scaling of production**

Our vision for the system

Introduced functionalities from the perspective of printers and ordering parties:

Automation of the process of handling, delegating, and queuing orders

Automation of the order valuation process

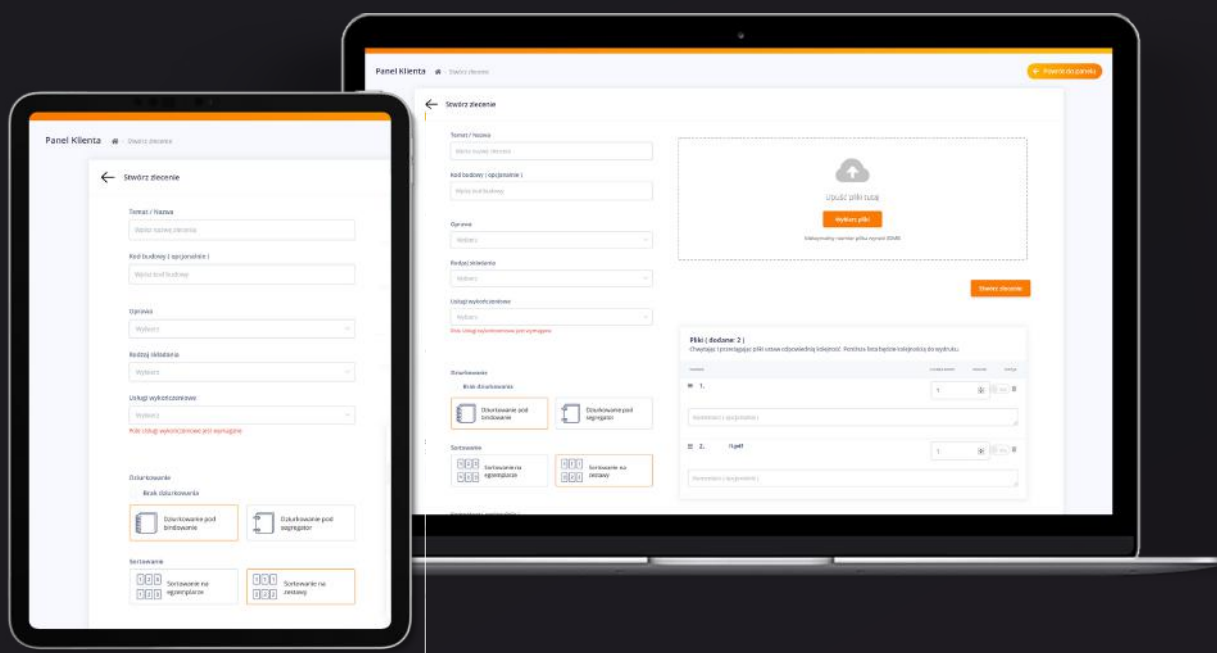
Automation of activities such as ordering packages, courier or supplier

Automation of sending SMS and e-mail notifications about crucial order statuses to customers, such as acceptance for execution, sending the order, or the possibility of pickup

Possibility of fully remote and intuitive order placement by existing and new customers

Possibility of managing after-sales service, such as reporting a complaint by adding photos and description or evaluating a completed order

Monitoring of production progress



Benefits of the online ordering system

increase in **production profitability** by 15%

increase in production efficiency and shortening of the order execution time up to **2 hours**

simplifying the customer service process through automation

full control over orders and files - everything is in one company database, not in external e-mails

execution of orders **throughout the country**

increase the effectiveness of staff coordination

improving the quality of communication



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Let's talk about your needs

Let's talk



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