Fidelity Offset: Expanding Horizons

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imagination in print

Company Background

Fidelity Offset, Inc., is Tennessee's premier print service provider. Founded in 2000, the company is located in Nashville and has 35 employees. Fidelity offers full prepress and bindery services to support its two-color to six-color presses ranging from 18" to 40" in sheet size. In addition, Fidelity has an array of digital presses for short run, fast turn work. Fidelity prides itself on exceptional customer service, providing online order entry with an integrated delivery/shipping/tracking system that allows real-time customer access to project information. The company is increasingly partnering with marketing professionals within its corporate accounts in order to provide a range of online services; personalized, customized and fast-turn printing; as well as conventional commercial print.

Business Challenge

Fidelity Offset was looking for a partner who could help the company develop a sophisticated web portal that could be used for a number of the company's customers. Although Fidelity Offset had no specific requests from customers for this service, they believed they could better consolidate existing customer relationships with this more modern approach to doing business, as well as attract new customers through a web portal. The goal was to provide them with access to job data, an intuitive interface for submitting orders, the ability to provide editable templates that could be modified within limits by end users, and more. Fidelity was looking for a proven supplier with a stable platform, preferably located in the United States Through this effort, Fidelity wanted to make it easier for new and existing customers to do business with

them by being accessible 24/7 for order entry and access to a library of materials, as well as serve their new and emerging needs, including email campaigns, personalized URLs and surveys.

Solution

After significant research on the various web to print suppliers in the marketplace, Fidelity Offset chose to work with Responsive Solutions to implement its **CUSTOMER+®** Marketing Resource Center. "We liked the fact that the solution is based on an Adobe platform and is stable," said Michael Spurgeon, President. "The Adobe platform was important to us, since most of our customers use Adobe applications, and Adobe is a well-known and reliable software provider. This allows us to better align our work processes with customers from preview to production. We were also pleased with the responsiveness of the company and the level of support we believed we would receive from this U.S.-based organization.

Results

About 18 months after the implementation, Fidelity Offset has nearly a half dozen customers using customized web portals, representing nearly 20% of the company's overall business. "Having work come through the portal doesn't necessarily make it more profitable, but the nature of the work that does come through the portal generally tends to be shorter digital runs that carry a higher margin but would be much less profitable using traditional order entry processes," Spurgeon says. "It also helps us better manage peak volumes. For example, we had a customer that was emailing us more than 100 orders per day which required a full-time person on our end to manage. While having **CUSTOMER+** to automating the ordering process, we believe we will gain

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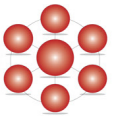
even more synergies once we have completed our integration of **CUSTOMER+** with our accounting back end, handling the entire process more efficiently and keeping the customer even happier."

He also points out that the advantage to getting customers set up, establishing templates and hosting a catalog of materials for them increases the likelihood that they will stay with the company for the long term.

"Typically, we are calling on the chief marketing officer at most client sites," comments Spurgeon. "They understand the value proposition and like the idea that they can control materials from a central online repository, work with a printer that can help ensure maintenance of brand standards, yet give remote workers and other authorized parties self-service access and the ability to customize materials within specified limits. It makes their job easier."

An additional advantage, according to Spurgeon, is the fact that marketers can easily track activity, determine who is using what materials, and begin to understand the relative value of the marketing materials they are providing, as well as have a better handle on total costs. "Most marketers are being required to show a return on marketing investment as well as to increase their focus on supporting the sales organization in order to foster revenue growth," Spurgeon points out. "An online Marketing Resource Center is an ideal venue to make all of those things happen."

From an end user perspective, **CUSTOMER+** allows users to access and order materials anytime/anywhere, as long as they have an Internet connection. "People don't necessarily want to have to call to order things, and they often place orders in the middle of the night," he says. "Realtors, for example, tend to do this kind of work at night from home. It also makes it easy for us to serve the entire country without having to worry about time zone differences and extended customer support hours."

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President, Fidelity Offset, Inc.*

From Fidelity's perspective, **CUSTOMER+** has allowed the firm to expand its reach geographically. "Although most of the companies we deal with are headquartered here in Tennessee," he says, "they have branch offices and remote employees all over the country that can now easily order printed materials through us as well as take advantage of higher value services such as email marketing, personalized URLs and integrated direct marketing campaigns."

Looking ahead, Spurgeon is planning to leverage its success with current portal users to bring more customers online. "In addition," he says, "we are in the process of integrating **CUSTOMER+** with QuickBooks Enterprise, our accounting system to streamline that process and reduce resource requirements. Using **INTERFACE+**, Responsive Solutions' API and developer's kit, the process was fairly simple." In addition, Spurgeon is looking for opportunities to take advantage of other Responsive Solutions' capabilities, including multilingual web sites and currency/tax options.

Spurgeon has been extremely happy with the support he has received from Responsive Solutions. "We get frequent and reliable updates that work well and their overall support is excellent," he says. "We have been able to use the standard application without a great deal of customization, which is a testament to the robustness of the design, as well as a benefit for us."