



rrd

**DELIVERY
SERVICES**

RESPONDING TO A CLIENT CHALLENGE IN A SURPRISINGLY INNOVATIVE WAY

Global Logistics Leader/E-commerce Solution Case Study



RRD'S SOLUTIONS

- With CustomPoint, the desired e-commerce functionality was already built-in. RRD configured the CustomDoc module for the client so users could easily customize and order envelopes with their own brand-specific artwork
- RRD routed all orders through our production center in Henrietta, NY, home to our niche packaging and mailer solutions
- Envelopes were either shipped directly to the customer or stored for later use
- RRD created an order pooling period to better organize and aggregate production in a controlled, timely, and predictable manner. This significantly minimized turnaround time compared to the previous vendor, shaving weeks off of the existing timeframe



RESULTS



40% FASTER DELIVERY
than the previous system



REDUCED
costs through automated
processing and billing



QUICKER REVENUE GENERATION
while strengthening their customer
acquisition and loyalty efforts



THANK YOU