

rrd

**SUBSCRIPTION
SERVICES**



REPACKAGING QUALITY FOR A LIFESTYLE BRAND'S SUBSCRIPTION BOX SERVICE

Subscription Box Service Case Study



RRD'S SOLUTIONS

- The company selected RRD based on our reputation as a “one stop shop” in every aspect of the communications supply chain: print marketing, production, fulfillment, delivery and more. Our scalable, vertically-integrated solutions – deployed by teams of seasoned experts – are unique in the marketplace, ensuring continuity of quality, accommodating accelerated growth and delivering inherent transparency, all through a single source.
- RRD took control of assembling all boxes by hand, ensuring that each had the correct products, commercial print information, packaging and shipping information. Our CustomPoint solution also gave the company more transparency, efficiency and control in managing ordering, inventory and fulfillment processes. Altogether, RRD has been able to: **create** every aspect of box creation and fulfillment, **manage** inventory for hundreds of thousand of products, **deliver** and **optimize** through a third-party distribution network to 50,000 subscribers.



RESULTS



Increased subscription base to **50,000** customers in 14 months



End-to-end strategic solutions partner - from design to fulfillment



Dramatically **decreased** returns, damaged products and complaints



Enhances customer experience and brand engagement



THANK YOU