

rrd

TRAVEL



AUTOMATED FULFILLMENT PROGRAM FOR A LEADING VACATION TIME SHARE BRAND

Travel and Leisure Case Study



RRD'S SOLUTIONS

- We created a client-specific batch-variable data program to process nightly feeds for individual printed sales and promotional kits, including business rules for each job. The client's vacation brokers can now customize mailings for each recipient with a variety of unique messages, offers and other items
- This solution delivers cost savings and new efficiencies by checking for inadvertent request duplications; supplies the correct legal copy based on the state, federal and international data of each recipient, and provides fulfillment reports to help the client see what items were shipped when and if there were any errors
- By integrating our printing/assembling capabilities and IT infrastructure with the client's Salesforce program, we provided consistent, accurate, data-secure and efficient production and management under demanding requirements
- Our consultative approach examined specific issues and process blockers within the client's organization. The client thus gained valuable insights to streamline processes, respond to quick changes and increase speed to market



RESULTS



40%

Faster delivery considerably shortening sales cycle



58%

Storage savings with the personalization that eliminated the need for generic inventory



76%

Warehouse SKUs eliminated thanks to version controlled content creation



Production Dashboard

Storage savings with the personalization that eliminated the need for generic inventory



THANK YOU