

HOW A LEADING NATIONAL CHARITY SAVED 30% ON THEIR ANNUAL PRINT SPEND

ROYAL VOLUNTARY SERVICE

Together for older people

The Royal Voluntary Service (RVS) is a charitable organisation dedicated to helping older people remain active, independent and able contributors to society. The organisation has been running for over 75 years and is one of the largest volunteer organisations in the UK with 35,000 volunteers and 300 offices nationwide.



THE CHALLENGES



PRINT PROCESS

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LENGTHY



ARDUOUS



COSTLY

RVS regularly needed to print various items for marketing and educational purposes. Their previous printing process was needlessly lengthy, arduous and costly. Individual offices ordered collateral through a centralised marketing team, who also had to update artwork and obtain sign-off from the office before sending the final copy to be printed. The entire process relied on clear communication of complex instructions and required far too much back-and-forth between departments. It could take up to two weeks for the entire print and proofing process to complete. To make things worse, due to the fragmented print structure, brand consistency couldn't be maintained and it was almost impossible to track and report on costs.

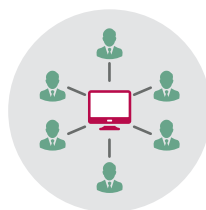


HOW WE HELPED

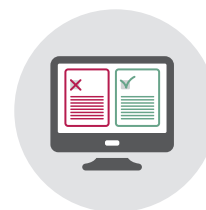


SYN CLOUD

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Multiple offices can order print online from anywhere, at any time



Changes to artwork can be made easily online



Seamless tracking of print spend and budgets

By implementing SynCloud, RVS streamlined their entire print and design function. Processes which took weeks now take minutes thanks to a bespoke Web2Print system that works like a 'print Amazon'.

Any user, from any office can simply log in to the system, and instantly order their printed collateral online. Users can also order promotional items and download digital assets. What's more, users can make design amends online, which can be proofed and approved within minutes. With a single, centralised printing process in place, RVS is now able to allocate a precise print budget and maintain brand consistency throughout the organisation. With management reporting systems in place, RVS users have complete financial oversight of all print activity - enabling the production of accurate reports and budgets.



THE RESULTS



30% SAVING ON ANNUAL PRINT SPEND



IMPROVED EFFICIENCY ACROSS THE ORGANIZATION



EVERYONE IS HAPPIER

The new and simplified print process has improved efficiencies across all offices nationwide whilst also saving 30% on RVS's annual print spend. The marketing team and regional staff have more time to focus on their primary responsibilities and therefore everyone is happier. Through SynCloud's bespoke management reporting system, RVS is able to carefully benchmark print spend, enabling them to continuously improve performance and reduce inefficiencies as well as scale their printing requirements in line with the organization's growth.

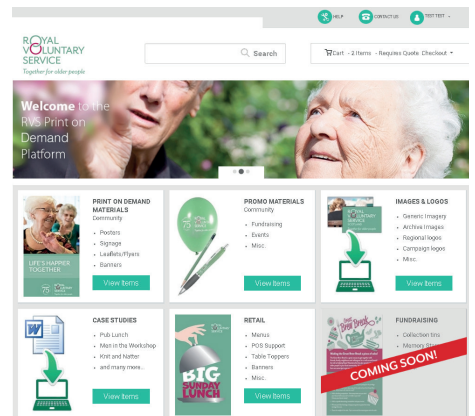


TESTIMONIAL

PAUL STAFFORD
Creative Services Manager
Royal Voluntary Service



“ We have 300 users registered to the platform which will continue to grow. We produce approximately 423,900 pieces of print collateral using 770 different materials annually. Using SynCloud has helped us to consolidate a number of different suppliers into a single online platform that's easy to use and manage; saving 30% on our annual print spend. Furthermore, our users can easily amend artwork directly in SynCloud, making the design to print process seamless, thereby improving efficiencies and saving further on costs. In addition, the customer service from Syncoms has been exceptional, the whole team are incredibly responsive and it is clear that customer service is of paramount importance to them. ”



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