



Global Gift Store Retailer: Nationwide Printer Maintenance and Custom Printing

COMPANY OVERVIEW

Industry
Retail

Employees
15,000+

Stores
40,000+

Pomeroy Solutions

- Dispatch
- Distribution Center
- Spare in the Air

Company Profile

For generations our Client has provided customers with greeting cards, paper party supplies, gifts and wrapping paper, ornaments and decorative items for the home, memory-keeping picture frames, albums and scrapbooks, e-cards and customized photo cards.

Our Client is a global company whose products are sold in stores throughout the U.S. and in 100 countries throughout the world. Most of their stores are owned and operated by independent entrepreneurs.

Business Situation

A growing revenue source in our Client's stores has developed in the form of custom invitations and cards on demand. Partnering with designers who create the customized stationery and cards, the Client has created a solution that allows customers to instantly print sophisticated invitations, announcements and cards in onsite.

Our Client's custom printing process involves a kiosk and a high-end inkjet printer. The Client realized that over time, print quality and reliability declined and the printers required substantial maintenance. Stores boxed up the printer and sent it to the corporate office to be cleaned and repaired by a local provider. Waiting for the printer to be returned resulted in weeks of downtime and lost revenue for the retail store.

Solution

Pomeroy IT Solutions developed a two-part solution to address the Client's challenges. We created a preventative maintenance program for the existing stores. Each store receives a visit by a Pomeroy technician twice each year to have the printer thoroughly cleaned and maintained. This practice alone has decreased the quantity of printer repairs by 30%.

Pomeroy also provides repair service to the stores on demand as printers fail. Pomeroy Dispatch provides basic triage of the situation and dispatches technicians to the site. Depending on the needed fix, a printer from a pool of the Client's equipment may be overnight shipped to the store from the Pomeroy Distribution Center. The failed printer is then sent back to Pomeroy for repair and is placed into the Client's inventory.

Customer Benefits

The Client's custom printing program now is running reliably nationwide. Print quality has improved their customer's experience and the new-found printer reliability has helped other stores grow this business.

The Client's no longer has to personally engage in the day to day struggle of maintain printers. A once a week conference call with their Pomeroy account team to go over the status of the project is all that is required, allowing the Client to focus on their core business.

Contact Us for More Information