



## New Hire Welcome Gifts Automated Process

### Results

The new employees express genuine appreciation for the thoughtful welcome gifts that enhance their integration into the workplace. The HR department is thankful for drop shipments that reduce their storage space concerns.

### Challenge

A large healthcare facility undergoing a rebrand sought an innovative way to welcome new employees without resorting to outdated swag. With a tight timeline of just three weeks before their first new hire orientation, Taylor was tasked with delivering a fast solution.

- Rebranding and welcoming new employees effectively
- Short timeline for planning and execution
- Managing budget constraints

### Solution

Thanks to Taylor's industry knowledge and deep vendor relationships, we were able to provide an ideation deck offering a range of fresh new hire gift ideas. The offering included Taylor Advantage Products (TAP), known for stock control and manageable manufacturing dates as well as vended quick-turn items. The client selected a mix of TAP and vended items and Taylor assembled all of the personalized items in one creatively packaged kraft box with white crinkle-filled paper.

The successful solution not only met the immediate challenge of welcoming new employees but also demonstrated the power of creativity, efficiency and product selection to accommodate budgetary and space constraints. Thanks to Taylor's swift and efficient execution, the client now receives 36 kits every two weeks for their new hire orientations.



#### TURN TIME

With less than 3 weeks, we were able to produce and deliver 600 pieces of each swag by leveraging TAP.



#### BUDGET

We were able to deliver high quality items within the client's budget by leveraging TAP.



#### DROP SHIP CAPABILITIES

With the help of our Amsterdam, N.Y. warehousing and kitting facility, Taylor created an automated drop ship program so the client wouldn't have to lose valuable storage space.