TAYLOR

COST REDUCTION

PROCESS EFFICIENCY

MARKETING IMPACT

Health Insurer Benefits From Single-Source Print Relationship

Results

Taylor's assessment brought new levels of efficiency to the client's print model.

Challenge

A large health insurance company was struggling with the high total cost and low quality of its printed communications. The client had long operated two in-house printing plants and a 30,000-square foot warehouse facility. However, doing so limited the company's flexibility and creativity with regard to its marketing efforts and added the fixed cost of 60 additional permanent employees.

Solution

At the client's request, Taylor performed a detailed assessment of the company's internal printing and warehousing operations. A team of master material experts compared the client's in-house model with the scale economies, technological advances and omnichannel capabilities available with a full-service graphic communications partner. Our team quickly discovered that the client's internal operation was outdated and inefficient by industry standards, severely limiting the effectiveness of the company's marketing function.

- We proposed a single-source solution in which Taylor would serve as an extension of the client's own marketing team. We quickly assumed responsibility for production and fulfillment of the client's printed materials, all of which was managed, measured and monitored by the client using Taylor's proprietary online dashboard tools.

- The client's internal print shops and warehouse facility were eventually closed. By adopting the PrintStack operating model, the client was able to eliminate the high overhead of staffing and maintaining an internal print production operation.

- At Taylor's recommendation, the money saved on print production was redirected toward new marketing programs that enabled the client to deepen relationships with its three million customers nationwide.

COST REDUCTION
Eliminating in-house production facilities resulted in dramatic cost savings for the client.

PROCESS EFFICIENCY
Taylor assumed all printing and fulfillment tasks, freeing the client for strategic priorities.

MARKETING IMPACT
The client soon implemented new marketing programs and techniques not possible before.