



# In-Plants: Are You Leveraging Your Home Field Advantage?

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It's easy to be an in-plant, right?







# In-Plants Firing on All Cylinders

As the dedicated print services resource for your organization or institution:

1. You have a monopoly on **ALL** the print business available from your internal customers
2. Your organization has mandated that **ALL** print business goes through you
3. You are the only choice available for print services because:
  - a. You are conveniently located on-site with your customers
  - b. You are open 24 hours to provide around the clock service

So, Things Are Going Great, Right?

***Sadly, no.***





# Here's the Challenge

As the dedicated (and often acknowledged) in-house resource for their organization or institution's print needs, in-plants should, at the very least because of **policy, convenience, and proximity**, have a **stranglehold on all print business** available from their given constituencies.



# Here's the Challenge

So why then, do so many in-plant facilities struggle to maintain their standing as the **go-to resource** for the people, departments, and organizations they were created to serve in the first place?



How did we get here?





# How Did We Get Here?

- + The World has **Moved Online**
  - The Amazon-lead world we live in has dramatically affected consumer expectations:
    - 24/7/365 online ordering is now the **NORM** (Amazon)
    - Regardless of industry, consumers now expect the same level of choice and delivery times as Amazon
- + Competitive pricing has turned everything into a commodity
  - In a digital, throw-away world, does quality still matter?
- + One-trick ponies don't last very long





# How Did We Get Here?

## + Consumers choose convenience

- Your competitors offer streamlined estimating + ordering
- They provide automated order tracking + updates

## Do you have one competitor that:

- Offers 24/7 online ordering?
- Offers faster turnaround times than you?
- Offers more competitive pricing than you?
- Offers more products + services than you?

It only takes **ONE!**



# How Did We Get Here?

## + Customer loyalty is paper thin

- Amazon's impact on print:
  - Fast production, overnight delivery, thinning margins
  - Proximity is no longer important or necessary
  - Price or convenience is often chosen before loyalty
  - Customers have mastered the ability to know what they should be paying *before* they place an order
    - Checking competitor products/services/pricing is easy



# How Did We Get Here?

- + Never-ending budget reductions
  - Required to do more with less:
    - Reductions in head count
    - Reduction in services offered
    - Required to use antiquated systems
- + Skilled Worker Shortages
  - Even *before* the pandemic





# Can We Fix This?

**Absolutely.**

1. Reposition Your Business
2. Redefine Customer Loyalty
3. Do More With Less



# Reposition Your Business

- + Move from printer to **partner**
  - Become a solution provider
  - Become a problem solver
- + Remove the **friction** from doing business with you
  - Make it easier for customers **to do business** with you
  - Allow customers to place orders when it's **convenient for them**

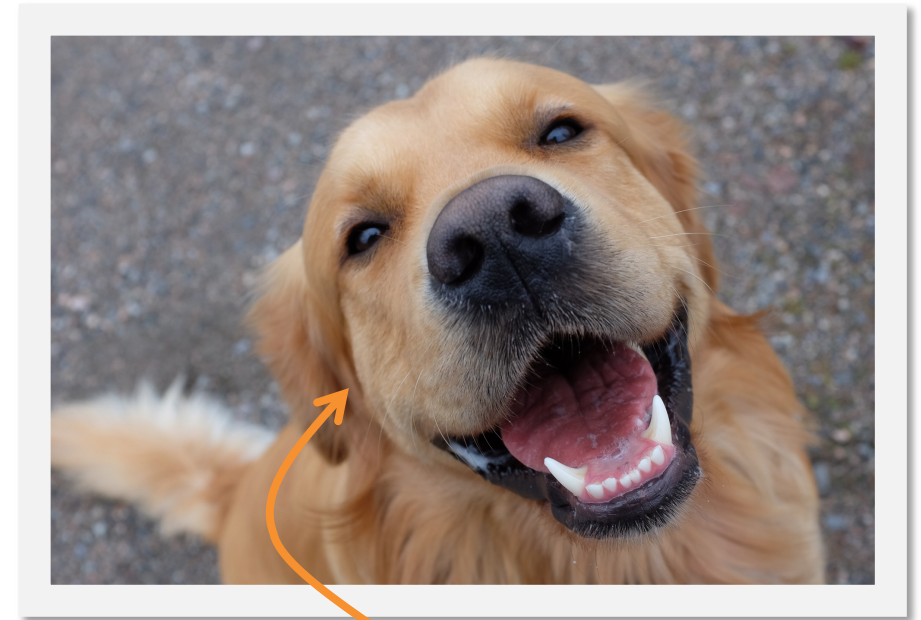
# Redefine Customer Loyalty

## + You are the **Great Collaborator**

- Templates
- Embellishment Authority

## + Partner in Production

- Budget
- Efficiencies
- Reporting
  - Validation Metrics



That's loyalty!





# Do More with Less

Move from web-to-order to **WEB-to-PRINT**

- + Optimize and automate your operations
  - Eliminate redundancy and minimize human error
  - Provide competitive pricing AND quality
- + Implement streamlined, **touchless** reordering
  - Let your hybrid staff handle the easy stuff
  - Let your experienced (read: **most expensive**) personnel focus on what's important
- + Capture your **data**
  - Know the true cost of doing business
  - Targeted margin increases vs. loss leaders



# Make it Personal

## LEVERAGE YOUR HOME FIELD ADVANTAGE

Who Knows Your Customer Better than You?

- + Insights + Technology = **Competitive Advantage**
- + Become a **trusted resource** for problem solving
  - Leverage your tribal knowledge to help your customers overcome challenges
    - There is value in knowing what has worked in the past  
*(your competition must figure this out still!)*



# Make it Personal

## LEVERAGE YOUR HOME FIELD ADVANTAGE

Who Knows Your Customer Better than You?

- + Improve the **Customer Experience!**
  - This is now non-negotiable (Amazon)
  - Focus on what you can do to make it easier for your customers to do business with you
- + **Personalize** the buying experience
  - It's GOT to be PERSONAL
  - In-Plants MUST offer dedicated storefronts
    - By department, by business unit, by **NEED**





# Make it Personal

## LEVERAGE YOUR HOME FIELD ADVANTAGE

### Who Knows Your Customer Better than You?

- + Offer the value add of a **dedicated** site
  - Fine-tuned for the specific needs of the organization
  - Unique and personal in a world more spread out that ever
- + Be **available** when they need you
  - Accept and process online orders when it's convenient for the customer



Questions?

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**THANK YOU!**