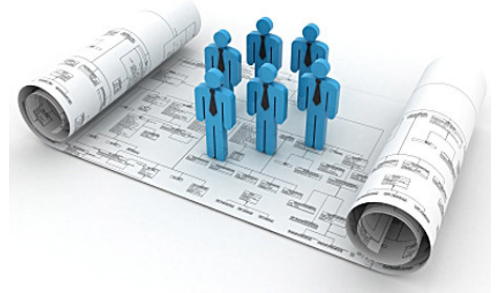




Sales Force Distribution Innovative Solutions

The Situation

The Client needed an ad hoc push shipment executed for their field sales force within a narrow time-line. Product fulfillment was variable by territory and included a number of various literature items, some of which required printing and personalization specific to the territory.



Critical Challenges

The time-frame for product fulfillment was narrow but could be accomplished through existing expedited pick/pack processes. The real challenge was in determining a cost effective and timely method of matching the personalized materials with the product orders for over 2,000 reps given that same narrow time-frame.

Knipper Solutions

- A Knipper SWAT team was quickly assembled including representatives from Operations, Professional Services, IT, and QA.
- The team rapidly developed and documented a process whereby the roster was segregated by territory and zone with a unique record ID assigned to each.
- Print materials were sequenced and assigned an ID number which would match to each unique record ID.
- The file was then broken down by shipping zones so that appropriate carrier service levels could be assigned.
- Printed materials were generated and matched via sequence and unique ID and Operations was able to batch orders and match to pick slips and sequence numbers.

The Results



This new process allowed the most efficient carrier method to be selected while meeting the client's objective of having each rep receive their personalized shipment on the same day. Batch and sequential matching provided Operations with a quality verification method to ensure correct order fulfillment.

If this solution had not been implemented, each personalized item would have been required to be placed into inventory as a line item and then pulled as part of the pick pack process which would have increased processing time and cost significantly.