



A Home-Improvement Retailer Remodels the Way They Do Business

How we helped



Complex printing needs



Custom solutions



Increased productivity

When one of the nation's largest home-improvement retailers came to FedEx Office for help, their regional managers were spending hours each month printing merchandising updates for the stores they supervised. They knew there had to be a better way to produce and distribute materials to their employees. The solution: using the FedEx Office® network to create a customized, closed-loop printing and distribution system that would enable managers to make the most of their time.

CHALLENGES

- **Lost time.** Area managers used to wear out their internal printers while they printed, collated and stapled monthly materials for each store they managed. The busywork cost the managers valuable hours that they could be using to focus on creating a superior in-store experience.
- **Uncertain delivery times.** With so many deliveries arriving around the clock, managers worried they would not receive the merchandising packets if they didn't personally print them.
- **Too much waste.** Because managers used to receive merchandising updates for every outlet in the country, they threw away multiple documents that didn't pertain to their region.

SOLUTIONS

By working with FedEx Office team members to create a custom solution, the retailer quickly increased the value their managers could give to customers. In addition to the convenience of uploading document files directly to FedEx Office for professional print and packaging services, the company gained a completely customized solution. It enabled the retailer to distribute personalized merchandising packets that reflected the offerings available at each store.

- **Online.** The retailer now uses FedEx Office® Print Online Corporate with catalog to quickly access documents and then distribute the files to FedEx Office locations throughout the U.S. to ensure on-time delivery.
- **Retail.** FedEx Office team members at 350 locations nationwide print and package the merchandising kits within 24 hours of receiving the files.
- **Printing.** Using the world's largest printing network means the retailer can supply managers with personalized kits that include a variety of printed materials.
- **Shipping.** Because managers were concerned they'd miss onsite deliveries, FedEx Ground® shipping delivers packages directly to each manager's home.

RESULTS

- **A customized solution.** The FedEx Office network solution created for this home-improvement retailer dramatically improved workflow for its managers, which has had a direct impact on customer experience. The customization of materials for individual stores reduced waste and boosted the bottom line.

Custom-built solutions from FedEx Office.

What do you need to do today?

Find out how the FedEx Office® network can provide innovative solutions for your business, too. Contact us for access to a dedicated support team who can craft a custom solution to fit your needs. Go to fedex.com/businesssolutions or call 1.800.GoFedEx 1.800.463.3339.

