CASE STUDY: Design and Print Solutions University of York

University of York In-Plant Design & Print Solutions Ensures Future as a Cornerstone on Campus

University Design and Print business embraces Web-to-print to open print shop 24/7.

Web-to-print store helps University In-Plant stay relevant and meet the ever-growing print demands of students, faculty and staff.

AT A GLANCE

XMPie Customer

Design and Print Solutions, the Print In-Plant at the University of York dponline.york.ac.uk

The Challenge

To build and launch a multi-faceted Web-to-print, ecommerce storefront for three separate audience groups and payment processes

The Solution

XMPie's PersonalEffect StoreFlow

The Results

The movement of £25,000 worth of business to online orders, offering a better 24hr service and personalization, along with reducing administration time. 20% of this business is brand new business, rather than a movement of existing orders.

Background

Located within walking distance of York city center in the UK, the University of York opened in 1963 with just 230 students. Since then it has become one of the UK's leading universities.

Design and Print Solutions is a commercial business within the University and provides comprehensive, responsive, high-quality, value for money design and print services to University departments, staff, students and external customers.

Sian Fraser, Head of Marketing, Design and Print within commercial services at the University knew that the business needed to integrate a Web-to-print store in order to meet the ever-growing print demands of students, faculty and staff and ensure their future as a cornerstone on the University of York campus: "I wanted to push quickly into the personalization market and to provide a range of print collateral, all available through an easy to use online workflow, consistent with the university brand and still targeted to each individual."





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Challenge

It has never been more important than now for commercial services to provide high-quality and cost-effective print services that are personalized to compete with the high-street. The days of offering simple printed materials have been replaced by the production of personalized posters, leaflets, invitations, business cards and even products like mugs or branded clothing.

Two target audience groups in particular – today's 'Millennial' and 'Generation Z' students – are very keen to use online services. These generations expect to be able to order online and don't want to have to physically enter a print shop or even use email ordering services to place their order.

To address these requirements, Design and Print Solutions wanted to offer a wide variety of products, both static and dynamic, from one comprehensive Web-to-print store that could target their three different audiences – students, staff and external.

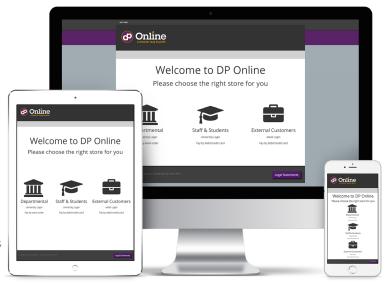
These different user types required different permission access so the solution needed to allow the storefront administrator to tailor services to particular people based on different criteria. The store also needed to offer different secure-payment methods as well as allow for different confidential data restrictions related to each university department.

Solution

Design and Print Solutions developed a Web-to-print store using XMPie's PersonalEffect StoreFlow with Xerox FreeFlow Core – printing to their Xerox J75 and J772. The store went live in April 2015 and enabled their customers to order, customize and print virtually any type of document. Customers can upload their own documents and submit them for processing – or choose a document template from the site's catalog, customize and/or personalize it and then submit for processing.

Highlights of the store include the following:

- Signage: Faculty members can create signage for career centers, college fairs and other events. Catalogs, posters and flyers are created from document templates built using XMPie uCreate Print, which runs natively inside Adobe InDesign the end user simply selects a template, specifies which variables a customer can modify, and defines production and fulfillment parameters.
- Marketing Collateral: Including business cards, compliment slips, letterheads, posters, greetings cards and even canvas prints.
- Dissertations: The orders go straight to the printer automatically. When the print staff arrive in the morning, the orders are ready to print and bind. Dissertations uploaded to the site by 5:00 am are guaranteed to be ready in the shop by 11:00 am. The business will even submit the final product to the registry on the customer's behalf
- 'You Said, We Did' campaign: Departments can print off posters, produce digital screens and web banners from their Web-to-Print store, thus promoting the fact that they listen and change policy as a result of feedback.





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Training

Sian Fraser also implemented a number of special campaigns and roadshows to educate end-users about how to get the most out of the new service. Such training was key to motivating customers to quickly embrace the new online workflow.

This is a great way to get those who are less tech savvy involved with our products and also creates an opportunity to meet clients. We also present to various groups within the University to encourage people to take up personalization



RESULTS

- The movement of £25,000 worth of business to online orders, offering a better 24hr service and personalization, along with reducing administration time. 20% of this business is brand new business, rather than a movement of existing orders.
- Over 100 attendees at various roadshows and training across the University of York.

Critical Success Factors

- 1. Ensure there is a staff member familiar with coding to get the site running.
- 2. Delivering great customer service is crucial to keeping customers coming back to the site for all their printing needs

Lessons Learned

- 1. It is valuable to hold roadshows to create interest, build hype for the power of personalization and show prospective customers how to use the store. Your audience may not be computer savvy so face-to-face training is important.
- 2. Decide which products will have the biggest impact and focus resources on implementing a phased approach to product releases.

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