



Transforming advertising
and marketing production

Artwork services from Affinity Express ensure high quality, fast turnaround, and effective handling of volume spikes

One of the top five promotional products suppliers, the client deals in a wide range of promotional products and business accessories.

The company uses Affinity Express Graphic Production and Support Services for creation of artwork for screen printing, etching, embossing, engraving, etc.

The client's system is integrated with the Affinity Express system and the orders get automatically routed to the Affinity Express production team. The finished jobs are uploaded back into the customer's system.

All customer orders are delivered by 8:00 a.m. Eastern time the next day.

Challenges

The client was in search of a reliable artwork partner who would provide good quality at fast turn times. The client has a diverse range of products, each with different specifications that need to be followed. This made artwork creation a relatively complex process.

The Affinity Express Solution

In early 2009, the client chose Affinity Express as their artwork partner, hoping to reduce operational costs while ensuring quality and reliable turn times.

The project started in March 2009 and was implemented smoothly. The client started by giving Affinity Express 15-20 orders a day.

Managing Quality

Errors in artwork creation lead to flawed products and dissatisfied customers. The Affinity Express quality assurance team is committed towards maintaining the client's reputation of reliably delivering high quality.

The Affinity Express artwork team has consistently delivered an accuracy level of 99% to the client.

If more than one revision is requested with similar feedback, the Affinity Express team incorporates the feedback into the rules so that it is applied into future orders as well. The team regularly consults with the client to improve quality and reduce the number of revisions.

Managing Delivery Times

The Affinity Express team has consistently exceeded the delivery target of 98%. The team aims at improving this even further by continuing to improve productivity and streamline the process.

Managing Productivity

When the project started, one production team member produced 15 orders a day on an average. Through training and continuous learning, the productivity gradually increased, and currently one team member produces more than 30 orders a day.

To increase efficiency, Affinity Express integrated the internal production management system with the client's system so that the production team directly receives the orders as soon as they are entered into the client's in-house application.



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Client Benefits

- Around 80 orders processed daily
- Delivery of all jobs by 8:00 a.m. Eastern the next day, even if orders are received late
- Assured quality at 98% or above
- Assured delivery at 98% or above—orders delivered by 8:00 a.m. Eastern time
- Adherence to client-specific standards and specifications
- One free revision per order
- Delivery of all revisions within four hours
- Extra coverage for weekends in case of high volumes
- Effective handling of seasonal peaks through utilization of extra resources as required
- Round-the-clock support to ensure quick resolution of issues
- Continuous improvement in quality based on past revisions

Value Delivered

It speaks for the quality and reliability of the services provided by Affinity Express that the number of orders the client passed on to Affinity Express increased from 15-20 orders per day in April 2009 to 80-90 per day in April 2010.

Affinity Express has enabled the client's internal resources to focus on the core business, reduce operating costs and increase efficiency. Most importantly, the client is assured that products delivered by Affinity Express will meet its exacting standards and specifications.

The relationship Affinity Express has developed with the client over the last year demonstrates the efficacy of the virtual business model.

About Affinity Express

Affinity Express is the leading onsite, onshore and offshore provider that is 100% dedicated to high-volume advertising and marketing production solutions. Headquartered in Chicago, Illinois, Affinity Express maintains production centers in Pune, India and Manila, Philippines. Affinity Express delivers services 24 hours per day and six days per week, producing products in more than 30 software packages and multiple platforms. The company manages its unique creative process with a continuous improvement approach based on Lean Six Sigma, so that clients receive reliable output with fast turn times for their mission-critical digital files.

The comprehensive, customized advertising and marketing production solutions of Affinity Express help clients lower production costs, generate higher profits and gain a competitive edge, without having to invest in establishing and maintaining these capabilities internally.



For more information, contact
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