WhatTheyTh!nk

Technology Outlook Week
3 Ways to Keep Your Customers with Software

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McGrew Group   Keypoint Intelligence

Get the most out of this webinar…

- SEND US YOUR QUESTIONS DURING THE WEBINAR
    - Q&A box is at the bottom of your screen
        - Use Q&A box rather than Chat
    - There is a Q&A at the end
- Downloadable archive—slides and audio—will be uploaded later today

WhatTheyTh!nk

OUTPERFORM THE COMPETITION
With a Fully Integrated, Centralized Print MIS and ERP Application

- Fast, accurate estimates that win more deals

- A complete line of sight from quote-to-cash

- Offset, large format, label, and flexible print management in one

- Accurate, real-time reporting

- Eliminates multiple systems and duplicate data entry

- One solution to drive up profitability while improving customer satisfaction.

FULLY INTEGRATED CLOUD ERP

Reporting & Analytics
Relationship Management
Finance
Estimating
Invoicing & Collections
Quoting & Sales
Warehousing
Planning & Scheduling
Shipping
Purchasing
Production / Shop Floor
Inventory Management

PRINT VIS

PROUDLY DELIVERED BY THESE LOCAL PARTNERS

Clients First
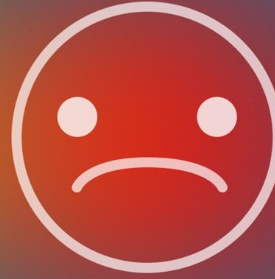PRINT SOLUTIONS

WYE PRINT

Your Hosts

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3 WAYS TO KEEP YOUR CUSTOMERS WITH SOFTWARE

1. Fix the order process

2. Build the best customer experience
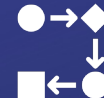
3. Integrate to automate
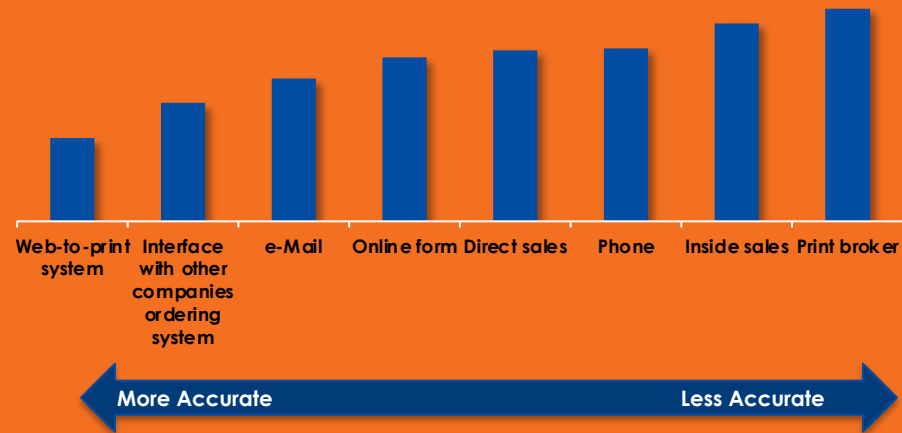
Who Buys Print

	WHO	BUY	BEST PROCESS
Professional Buyers	Corporate Procurement	Contract/Hybrid/RFQ/Internet	Bus. System Integrations/Online B2B
	Corporate Direct Buyer	Preferred PSPs/Internet	Online B2C/B2B
	Corporate Department	Agency	??
	Print Broker	Network of PSPs	Online B2B
	Aggregators	In-house or External Network of PSPs	Bus. System Integrations
	Agency	Preferred PSPs	Bus. System Integrations/Online B2B
	Corporate Ad Hoc Buyers	Procurement/Online B2B/B2C	
	Other (event managers, non-chain businesses)	Varies	Varies
	In-plant	Direct	Bus. System Integrations/Online B2B

KEYPOINT INTELLIGENCE

e-Mail Must Die

Web-to-print system | Interface with other companies ordering system | e-Mail | Online form | Direct sales | Phone | Inside sales | Print broker

More Accurate ← → **Less Accurate**

% of PSPs who receive orders via e-mail	**93%**
% of Orders via e-mail	**35%**
# of e-mail follow-ups required	**2.2**

KEYPOINT INTELLIGENCE

33% ⬆

YoY Increase for Holiday Spending[1]

60% ⬆

eCommerce visits in August 2020 on Smartphones[2]

1M+

Online Merchants using Shopify[3]

E-COMMERCE

Sit amet, elit,   2   4858,00 $

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CONTINUE SHOPPING   CHECKOUT

Self-service Convenience

Always On 24/7

Seamless communication

Socially Distanced Purchasing

KEYPOINT INTELLIGENCE

52%

of NA PSPs do not own W2P[1]

83%

Of consumers will use W2P more due to pandemic[2]

Print
E-COMMERCE

Sit amet, elit, 2 4858,00 $

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CONTINUE SHOPPING   CHECKOUT

11% ⬆

Increase in online orders in 2020 for EU PSPs[3]

Starting point for automation

24/7 Order Taker

Improve customer experience

Higher customer retention

Socially distanced purchasing

KEYPOINT INTELLIGENCE

Super Charge Your Ordering Process

- **Automated Help**

- **Retargeting visitors/customers**

- **Online Design**

- **Product Suggestion Engine**

- **Automatic Customer Service**

KEYPOINT INTELLIGENCE

Be There When Customers Need You

◆ **Automated Help**

› Chatbot-to-CSR

› Social channels

› Support e-mail/phone

KEYPOINT
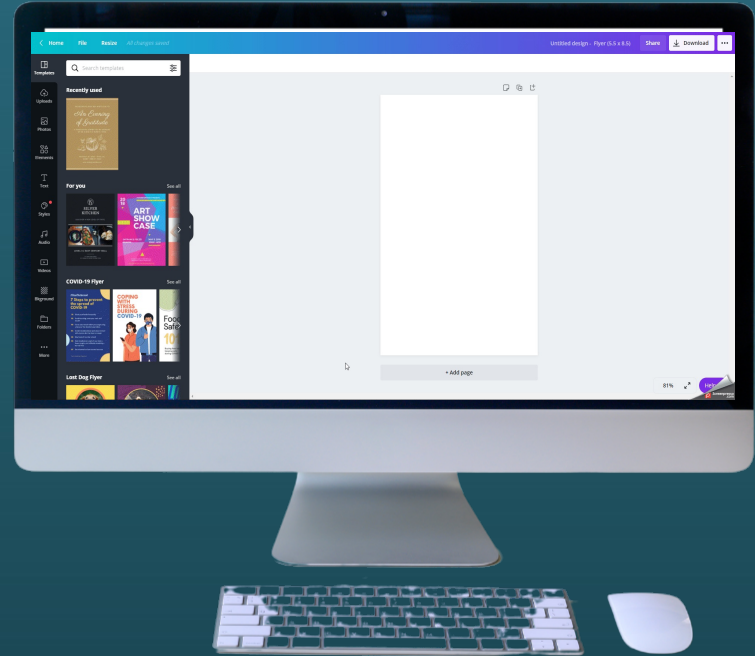INTELLIGENCE

Be Consistent & Persistent, not Annoying

◆ **Retargeting visitors/customers**
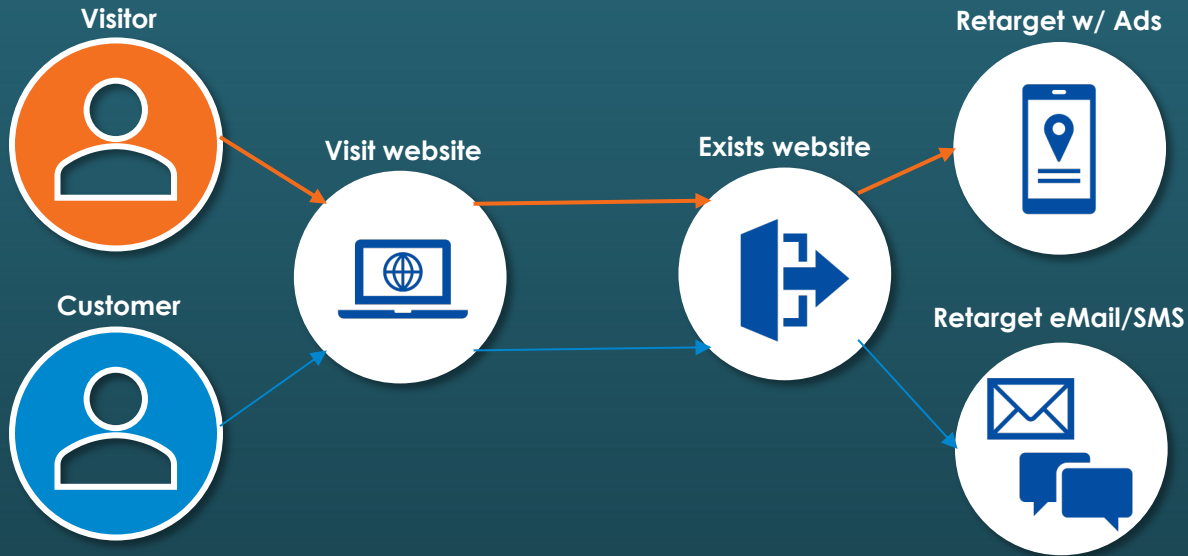
Design for Everyone

Online Design

› Design for everyone

› Templates are critical

› Asset library needed

› Collaboration & approval

› Brand controls for B2B

KEYPOINT INTELLIGENCE

Expand Your Customers Possibilities

◆ **Product Suggestion Engine**

› Image/design automatically

applied to different product types

› Upsell more products
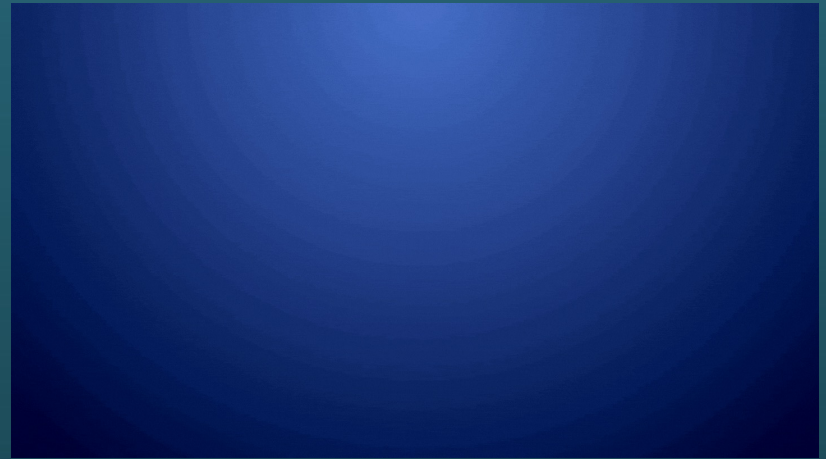
KEYPOINT
INTELLIGENCE
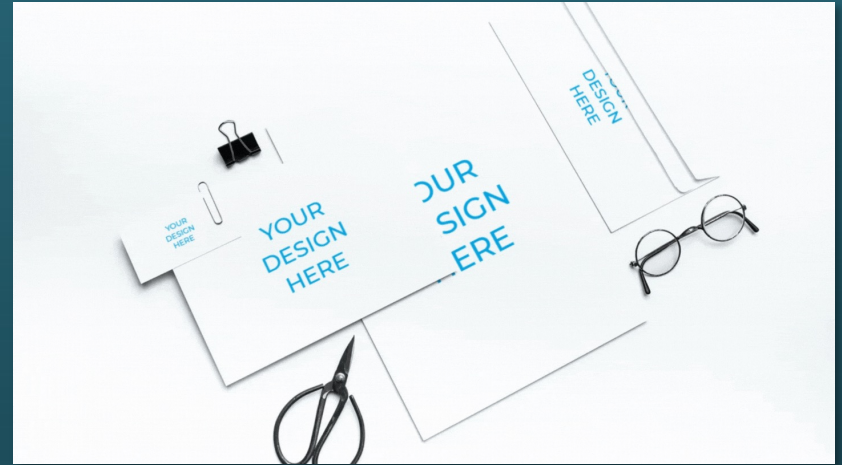
Set Your Customers Free

◆ **Automatic Customer Service**

› Order confirmation

› Product start/end

› Important correspondence

› Shipping confirmation & tracking

› Invoicing

KEYPOINT
INTELLIGENCE

Integrate 2 Automate

PEOPLE NEED
- Vision/purpose for change
- Training
- SOPs

SYSTEMS NEED
- Process mapping
- Connectivity
- Programming
- Testing & Documenting

KEYPOINT INTELLIGENCE

Points of Integration & Automation
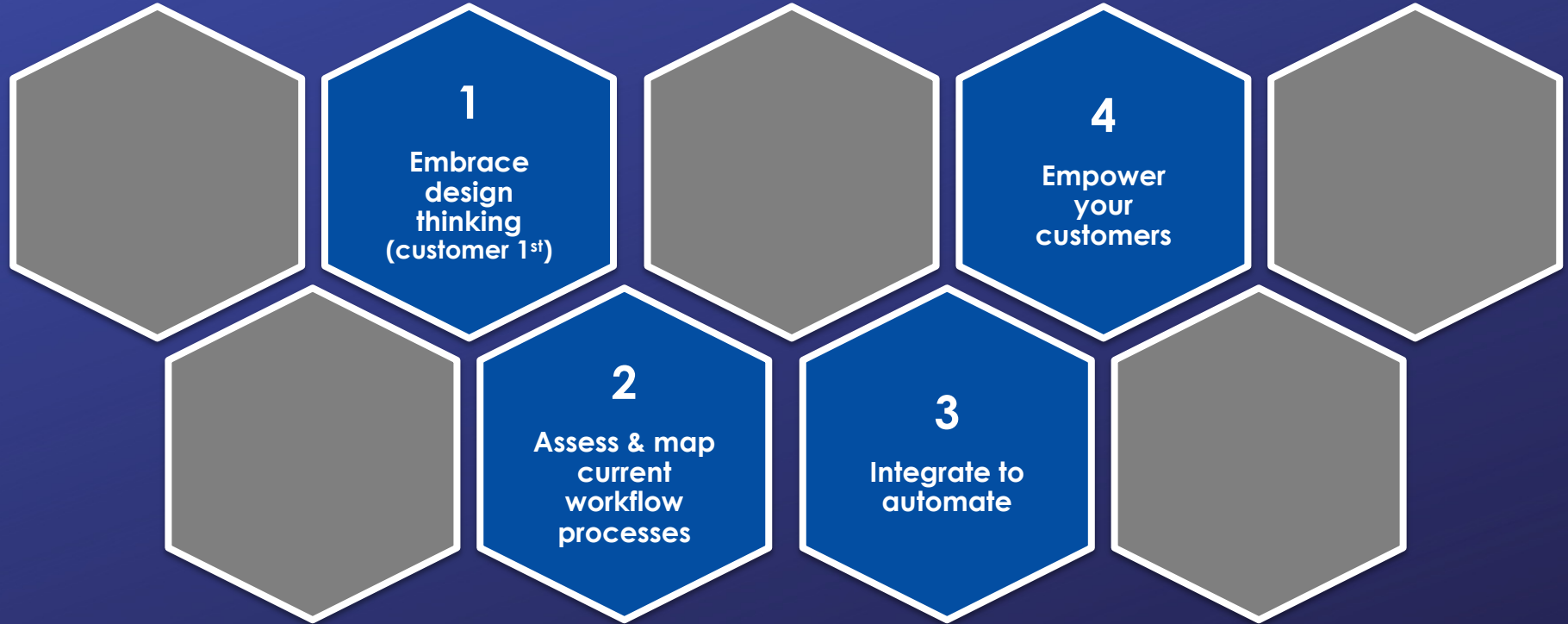
Integration

- W2P > Order Entry
- W2P > Print MIS
- W2P > Workflow
- Print MIS > Workflow
- Print MIS > Accounting
- Workflow > Printer
- Workflow > Finishing

Automation

- Preflight
- Optimization
- Color conversion
- Color mgmt.
- Proof & approval
- Prepress
- Change Mgmt.

KEYPOINT INTELLIGENCE

Four Guiding Principles

1

Embrace design thinking (customer 1st)

4

Empower your customers

2

Assess & map current workflow processes

3

Integrate to automate

KEYPOINT
INTELLIGENCE

Far more
than just an MIS

INNOVATION

Think outside the box

In the type of fast-changing business environments, that we now operate in, people must adapt their strategies and innovate just to remain, let alone become successful. At IQ we specialise in transitioning you from your outdated MIS to a system designed and built for your future growth. Why not take a look outside the box?

print IQ

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Q&A

WhatTheyTh!nk

Technology Outlook Week Continues!

- Wide format & signage and textiles & apparel
  - May 20—Presented by Richard Romano and Cary Sherburne
- Finishing
  - May 21—Presented by Trish Witkowski
- For more information and to register visit whattheythink.com/topic/technology-outlook-2021/

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🐦 **@whattheythink**

Thanks for joining us!