

Web-to-Print Online Store Streamlines Document Management for Health Insurer



■ CHALLENGE

With a dozen locations and over 100 employees ordering printed sales materials, managing documents at Virginia Premier was a considerable challenge.

The second-largest Medicaid provider in Virginia, the company sourced business cards, handbooks, postcards and more from its headquarters in Richmond.

For the health insurer, five different printers produced over 100,000 documents a year — many of which needed to be individualized by the employee's name, address and phone number.

"It was a logistical nightmare," said Annie Zondlo, Marketing Traffic Manager. "Many printed items were overordered and 'stockpiled' by individuals. Others were requested in limited runs, causing us to miss out on volume discounts."

"Overall, we had difficulty in identifying needs by individuals and

departments. We had challenges, too, in managing quantities and costs."

■ SOLUTION

After one of Virginia Premier's all-too-frequent rush orders, Allegra suggested a better idea: a web-to-print portal or "online storefront."

These are game changers to any operation with multiple locations and diverse document requirements. For them, a password-protected web portal was established and branded for their exclusive use.

With document templates, apparel and promo items stored online, authorized users can order the exact quantity of materials needed. They can also add personalization as needed.

Allegra set up the storefront quickly and within days was completing print orders for the health insurer's employees. Most requests are shipped within 48 hours.

■ SUCCESS!

"This is amazing! Why didn't we do this before?" said Zondlo. "Team buy-in was immediate. And, operation of MyAlly Storefront was intuitive and easy."

Virginia Premier employees can now order their items as needed and receive them in a timely manner. In turn, their clients receive the most current information. The latest materials are produced "on demand." This precludes the need to discard or distribute old stock before ordering new items.

"It's a huge win for us at headquarters, too," said Zondlo. "We've not only reduced printing costs but also gained, for the first time, a clear picture of our document needs and budgeting requirements."

To learn more about how MyAlly Storefront can benefit you, contact us today.



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