

E-Store Case Study

- Online ordering from pre-approved templates
- Customized digital printing
- Brand consistency
- One-stop fulfillment



Corner Dental

From several offices throughout NW Ohio, Corner Dental offers an extensive array of services, from regular cleanings to orthodontic procedures, all under one roof. A core strategy is to make patients as comfortable as possible – e.g., they emphasize gentle care, pain-free treatments, and flat-screen televisions (with the remote in the patient's hand) in all rooms. They also promote their "Almost Anytime" options for those with a busy schedule or an untimely emergency.



Business Issues

- To support its customer strategy, Corner Dental orders individual appointment cards for each hygienist and dentist.
 - Printing vendors required large quantity orders for each person
 - Due to the large quantities, there was high waste as personnel changed
 - Each office placed their order with a corporate marketing manager, creating several hours of processing work per week
 - Two-week lead times resulted in many missed opportunities with patients



Program Objectives

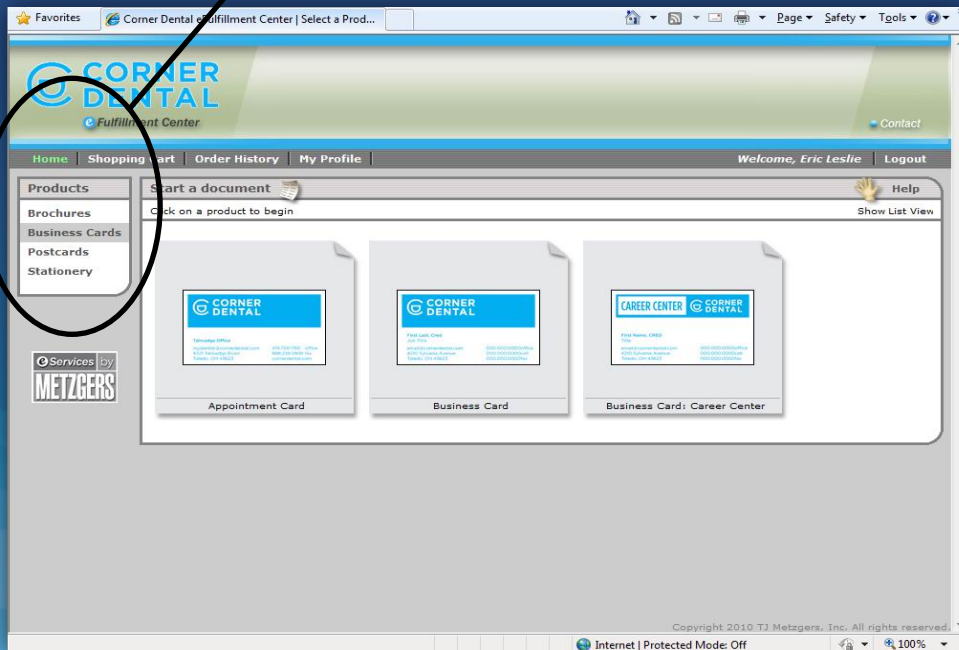
- Continue personalized appointment and reminder card program while:
 - Reducing costs, inefficiencies and waste
 - Minimizing order-quantity requirements
 - Reducing lead time to receive materials
 - Limiting marketing manager's time and involvement



E-Store

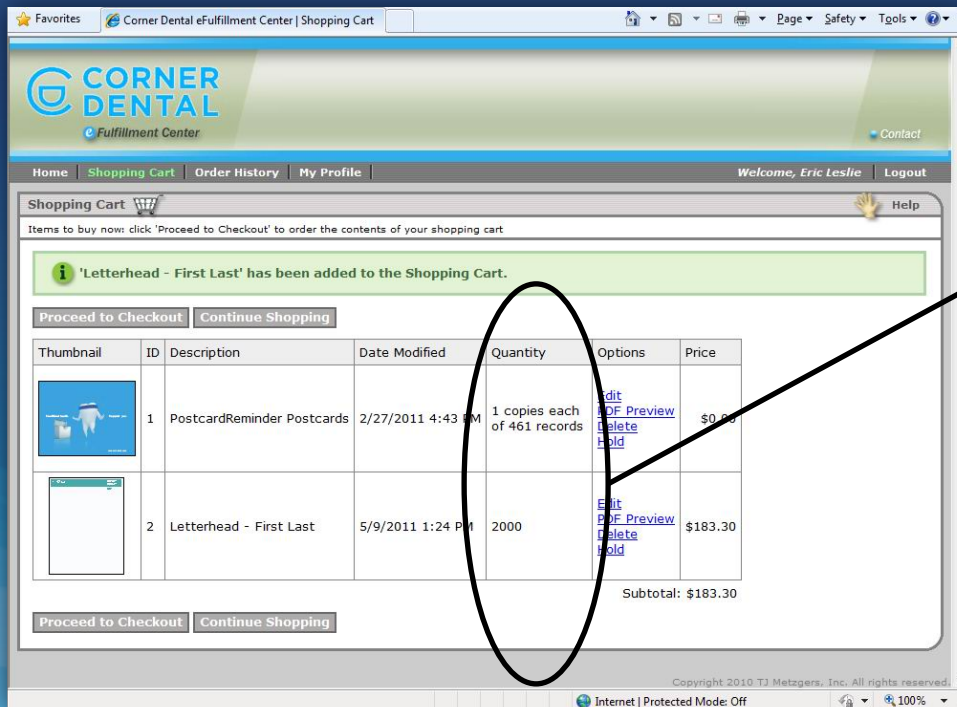
- Metzgers created an on-line E-store for Corner Dental to order their materials directly from each office

Menu of approved items



E-Store

- Metzgers digital printing made it possible to personalize, print and fulfill small quantities weekly, as needed

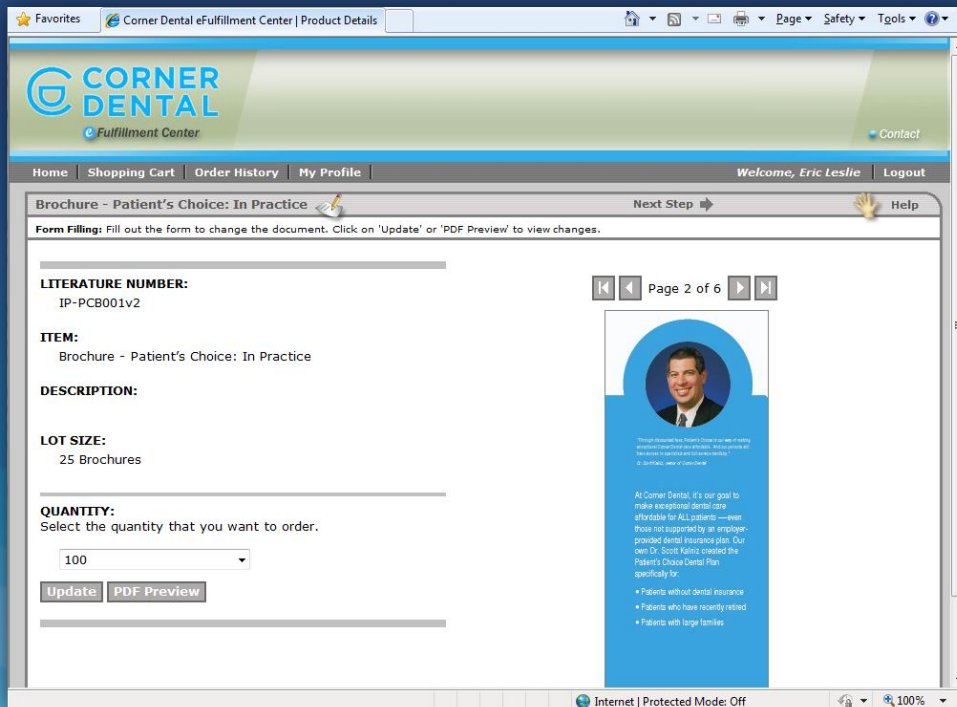


Order quantity options



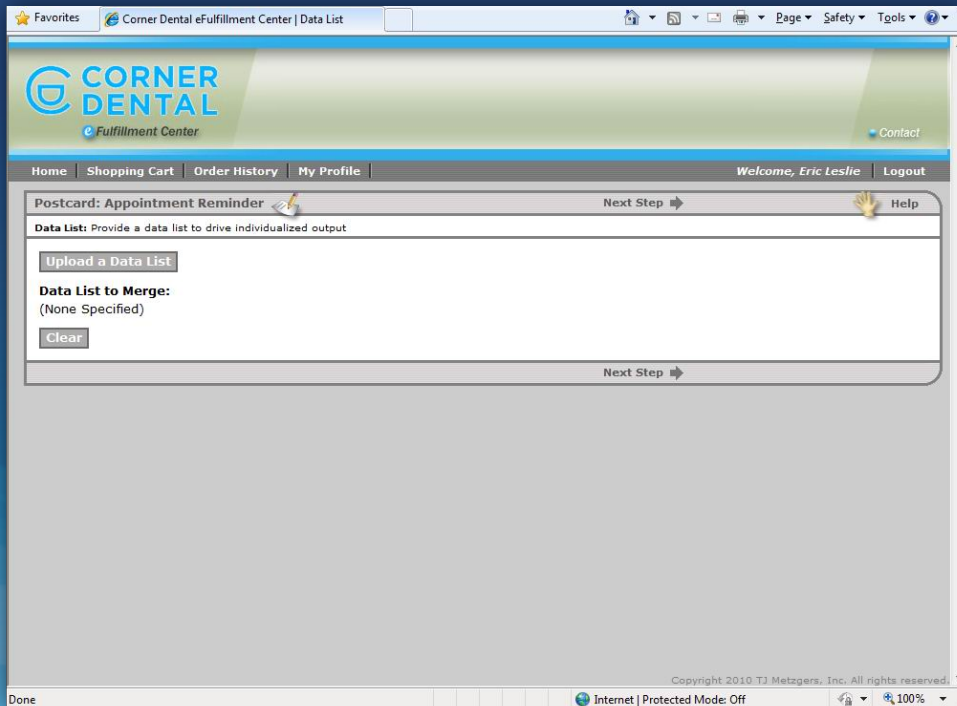
E-Store

- Each office can place their own orders directly to one central printing source while corporate maintains brand consistency



E-Store

- Corner Dental also uploads their appointment lists and Metzgers mails out their personalized appointment reminder cards



Results

- Consolidated from four printing firms to one
- Allows for personalized cards to be ordered in small quantities
- Improved branding consistency
- Reduced lead times from several weeks to one day
- Saved time and eliminated hassle for marketing manager



In Their Own Words

“Metzgers turned our printing from a nightmare into a System! We are looking for and finding great new ways to use the e-store.”

“We wanted to make a new card, and within 20 minutes, Metzgers had it ready for us to use. It was very impressive”

*~ Todd Boak, Marketing Manager
Corner Dental*



Contact us for more information on how
an **E-Store** can work for you.

800-972-2528

info@metzgers.com
www.metzgers.com

