

## Client Case Study- Keekaboo NL – specialist greeting cards

### Client Overview

Keekaboo are one of the oldest established postcard and greeting card suppliers in Europe. They provide a service for customers, both individual and corporate, to send personalised postcards to friends and clients.

There range of cards can include music tracks ranging from Stevie Wonder to Miles Davis.

**Requirement:** 4PL solution for the on-demand production and distribution of personalised specialist postcards.

### Client Issue

Keekaboo have a fully interactive website where their customers can place orders for their specialist cards. The service provided the customer to place a personalised greeting anywhere within the chosen design and even add a music track. The card would be sent out via first class post to their customer's intended receiver and at no time did Keekaboo see the card or the data used.

### Analysis

To implement the strategic sourcing required a restructuring of departmental roles and the introduction of an 'on demand' global strategic production and distribution process.

### Our approach was as follows:

Investigate and recommend suppliers who could guarantee a one off, on demand service for the products which, once created, could be sent anywhere in the world.

The recommended suppliers also needed to be utilising the latest technology to ensure the production of high quality results.

### Deliverables

After investigation, the team identified the project required a more robust workflow process to guarantee time sensitive delivery of accurately produced, high quality products.

### 4PL improvements included:

- Strategic processes designed and implemented – everyone knew what was expected
- Reduced lead time
- Global coverage
- Reduced costs
- Higher grade print quality
- Track and trace facility improved customer service leading to improved customer perception
- Best fit supplier solution for the production, lead to a less pressured working environment for Keekaboo staff

### Processes Used

- Process design to incorporate sourcing of 'best fit' suppliers
- Fully detailed project implementation plan
- Procurement in line with required service level agreements

### Business Scope

To source a supplier capable of taking postscript files and produce customised items to be distributed next day via Royal mail. The SLA needed to include a fast flexible PDF proofing with full 'track and trace' facilities on each item.

### Timeframe and resource required:

- Project duration: 4 weeks
- Resources used: 2 consultants