



Overview

PPD are a web-to-print solutions and print management company, based in the north east of England. They also offer Exhibition and POS advice for clients.

The problem

PPD wanted to offer more in-depth and complete print solutions to existing clients, and attract new business from new markets. To achieve this they needed a software solution that would allow clients to login and order material that was pre-populated with the client's data. They also wanted a platform that would work equally well for multi-branch or franchised organisations equally well as single site SME clients.

A simple solution with world-class support

After extensive research PPD decided to partner with Infigo. A main selling point was Infigo's ease of use, but with the flexibility to create bespoke solutions for PPD's varied clientbase. PPD also wanted to work with a partner that had the ability to scale alongside them. Chris Bell, managing director of PPD says: "We needed a simple solution to use but also one where we received a lot of support. We chose Infigo because their solution was flexible and easy-to-use. The personal support is also there whenever we need it."

Turnover increased by 25% - and growing

The Infigo support team helped PPD build their first storefront and gave all the training required to build storefronts for other clients.

This partnership has helped PPD to massively improve their sales pipeline. This is mainly because the organisation can now take orders online 24/7. Integrations with PPD's other systems mean large parts of the workflow are now automated. Efficiency is vastly improved, PPD has grown its client base around the UK, without having to significantly increase manpower.

Chris says: "We have increased turnover by 25% and are looking to at least double turnover using Infigo".

ppdprintgroup

www.ppdprintgroup.com

If you would like to find out more about how the Infigo web-to-print solution can benefit your business, get in touch with our sales team today

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