

# Customer Implementation with Velocity: Overcoming Common Challenges, Post-Installation

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**syncoms**  
SYNCHRONIZED COMMUNICATIONS



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**ALI RIDHA JAFFAR - VP, PRINT & TECHNOLOGY**

Ali's experience in eCommerce spans over fifteen years and covers a range of enterprises from web design overhauls to marketing automation consulting.

Having pioneered the Web2Print initiative at the Syncoms Group, Ali transformed the commercial print division from a traditional printing company, to a specialist tech firm, delivering Web2Print implementations.

Under Ali's stewardship, the Syncoms Group has on-boarded a range of significant clients, ranging from government institutions to NASDAQ and Fortune-500 companies.



# Syncoms – Key Information

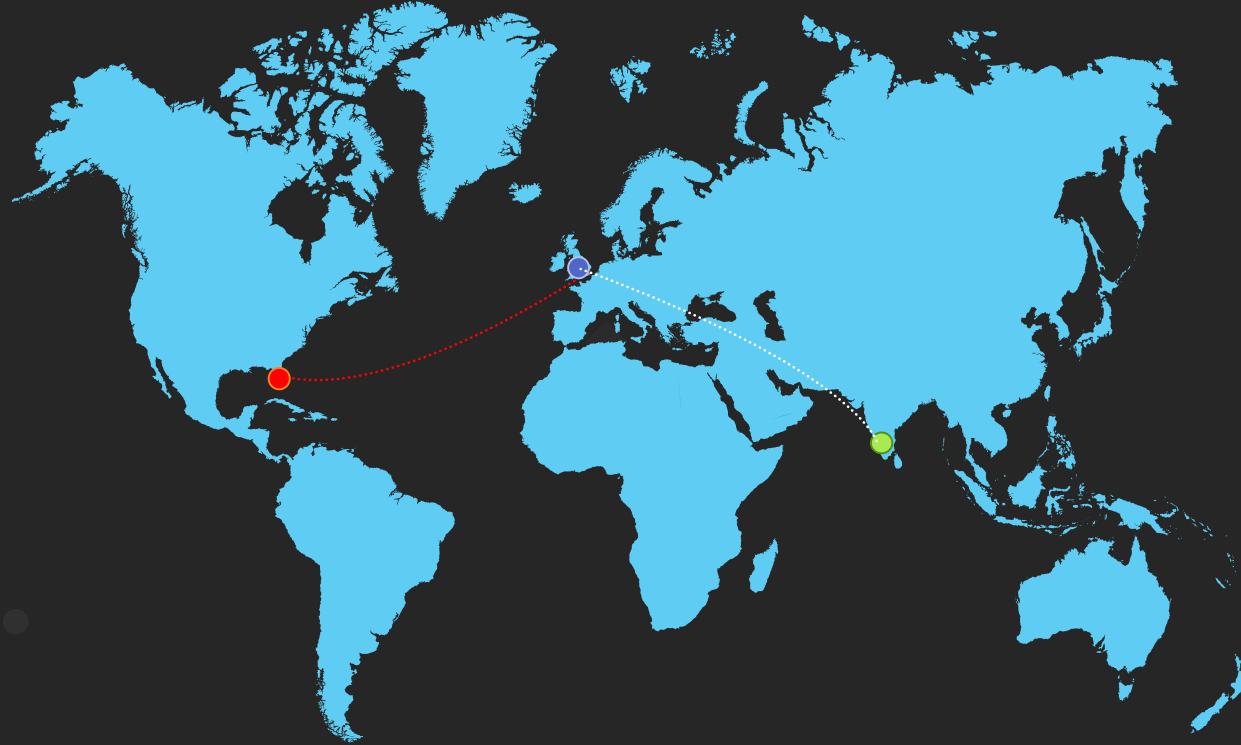
World-wide service for a global industry

## Global B2B and B2C Sales

Syncoms is enjoying the new global printing boom. UK Annual Revenue is a double-digit multi-million pounds figure, annually.

## 100 + Employees Globally

With locations in **Orlando, Florida**, **London, UK** and **Bangalore, India**, we are perfectly positioned, no matter your time zone.



## Web2Print Experience

We regularly consult with global industry leaders and have onboarded many prominent FTSE-100 and Blue Chip organizations.

## Thought Leaders

We regularly contribute to various print and Web2Print publications, expos and conventions as part of our responsibility to give back to our own industry.

SynCloud is the Web2Print customization service provided by the Syncoms group. For over a decade, Syncoms has serviced a variety of clients of all shapes and sizes, helping them realize the benefits of Web2Print technology. Syncoms now brings its extensive experience to the print industry as a whole, offering a range of consulting, implementation and customization services in the domains of eCommerce, marketing automation and Web2Print.

# Presentation Goals

Customer Implementation with Velocity



**Driving Operational Success**  
Overcoming Internal Challenges to your Web2Print Strategy.



**Ensuring You're Ready To Pitch Web2Print**  
Ensuring you have the right assets, in the right place, at the right time.



**Introducing Web2Print to your Clients**  
Both new and existing clients can benefit, if you present it correctly.



**Migration Between Systems**  
Nail that sale with a comprehensive plan and achievable milestones.



**Why Do Some Web2Print Strategies Fail?**  
Some common pitfalls, post-implementation, and how to avoid them.

# A Preliminary Point: Web2Print and the Question of ROI 5

Common Questions Printers Raise



## Do I really need a Web2Print Solution?

- ✓ Your competitors have Web2Print
- ✓ You must ring-fence your customers
- ✓ People come and go - tech remains

## What's the ROI on my Web2print Investment?

- ✓ Customer retention through 'stickiness'
- ✓ What is your customer worth to you?
- ✓ Expect to future-proof your business

## Do I need a B2C or B2B solution?

- ✓ B2C is strongly competitive
- ✓ B2B - there are plenty of opportunities
- ✓ Make a decision and stick to it

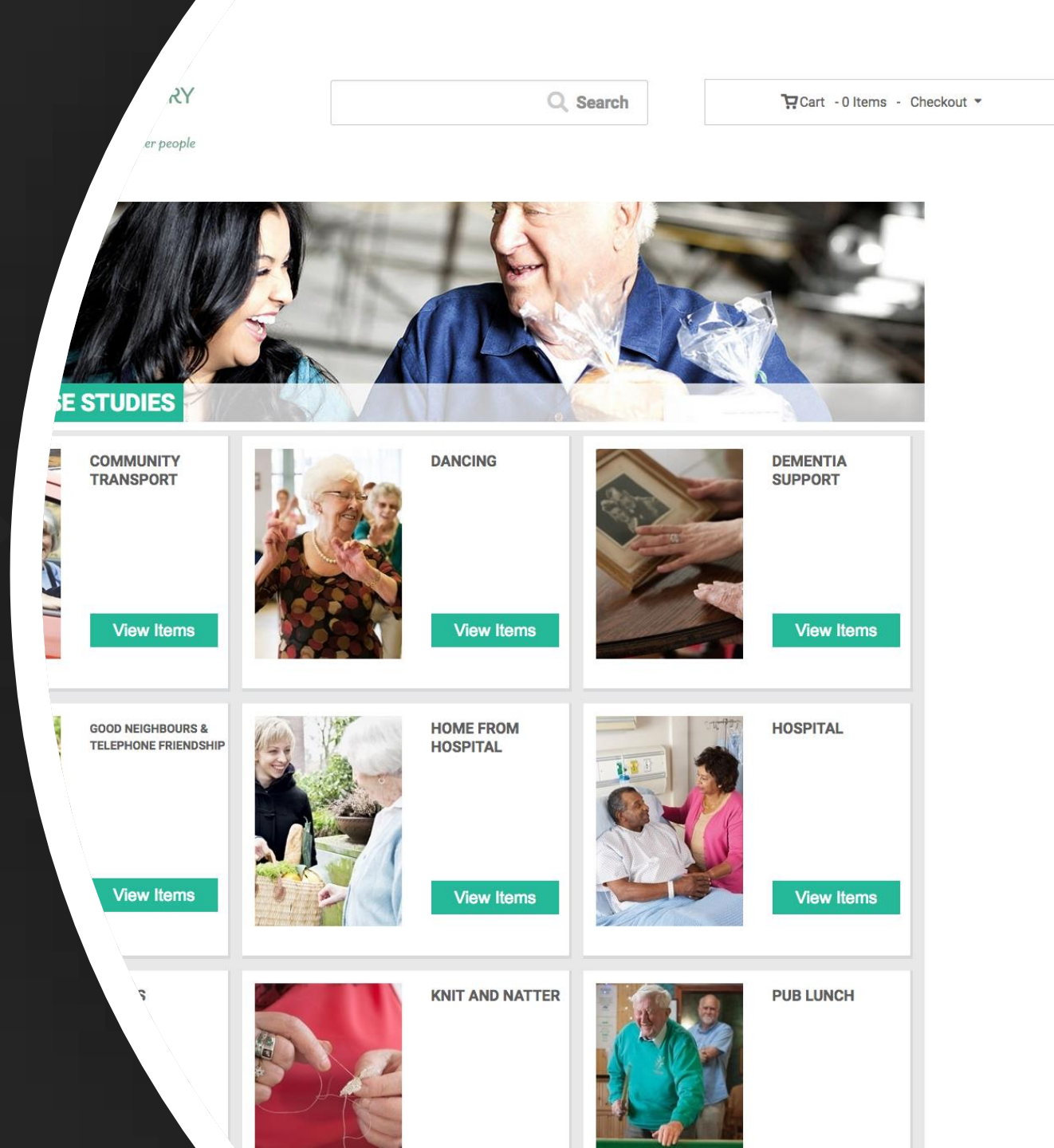
## My Web2Print Solution is Failing!

- ✓ Is there a defined Web2Print strategy?
- ✓ Are there the right resources?
- ✓ Consider hiring a consultant to help

# An Example of a Syncoms Deployment

An active undertaking on behalf of the Royal Voluntary Service, a prominent UK-based, third-sector organization that endeavors to improve the lives of retirees.

The Web2Print platform provided by Syncoms caters for the needs of 300 offices located across the United Kingdom.



# DRIVE OPERATIONAL SUCCESS

*... and overcome internal challenges*



First

## Account Managers

Reassure them that there is no redundancy-threat to their role. Rather, it is being enhanced. Web2Print provides more time to dedicate to client care, through eliminating mundane, manual-ordering processes.



Second

## Designers

With customers making artwork changes online, design teams may feel imminent redundancy. Reassure your teams that online design work will be required, giving them more time to focus on the creative.



Third

## Customer Relationships

Do not underestimate the relationship between the account manager and their customer. Customers may be resistant if they feel the account manager is being side-lined.



Fourth

## The Reality Check

All teams must understand the importance and necessity of change.

# Understand what's critical for launch

Remember your key resources extend from marketing collateral, to employees and colleagues!

## ENSURING YOU'RE READY TO BEGIN PITCHING

*Proper planning and preparation...*



### Personnel Resources

Selling Web2Print is very different from selling print. Your team may be nervous about selling solutions, rather than products.



### Marketing Resources

Ensure you have a good wealth of marketing materials, covering all media-types, including proposal templates and a demo site.



### Time is of the Essence!

Make sure you have a clear timeline, detailing when you will be able to actively start pitching and when you will implement your demo platform.

## Develop Carrots and Sticks

Consider an incentives package to incentivize your team to embrace change!

## Run Through Drills

Role-playing is critical. Your team is now selling solutions, not just products.

## Train Your Personnel

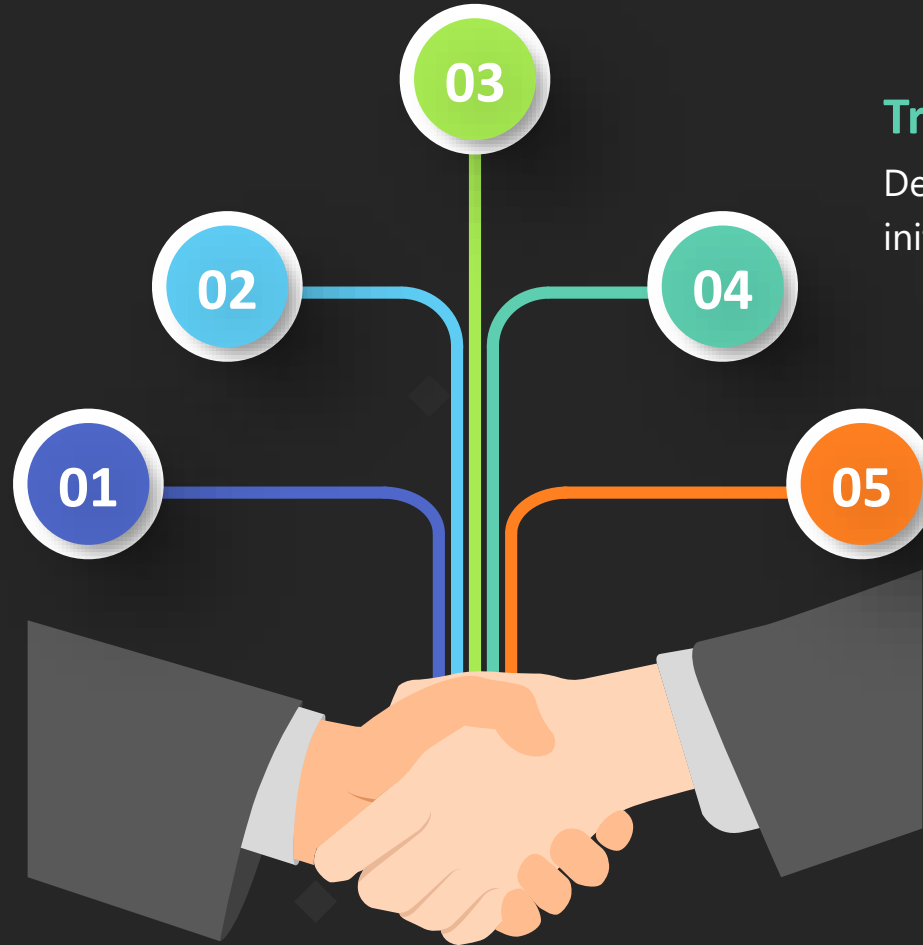
Don't let your team make excuses rather than admit deficiencies.

## Train Some More

Develop a complete training programme, from initial incoming leads, to attending meetings.

## Drill Some More

Train, drill, repeat. You can never be too-well rehearsed...



# Sales Training – Key Concepts

ENSURING YOU'RE READY TO PITCH

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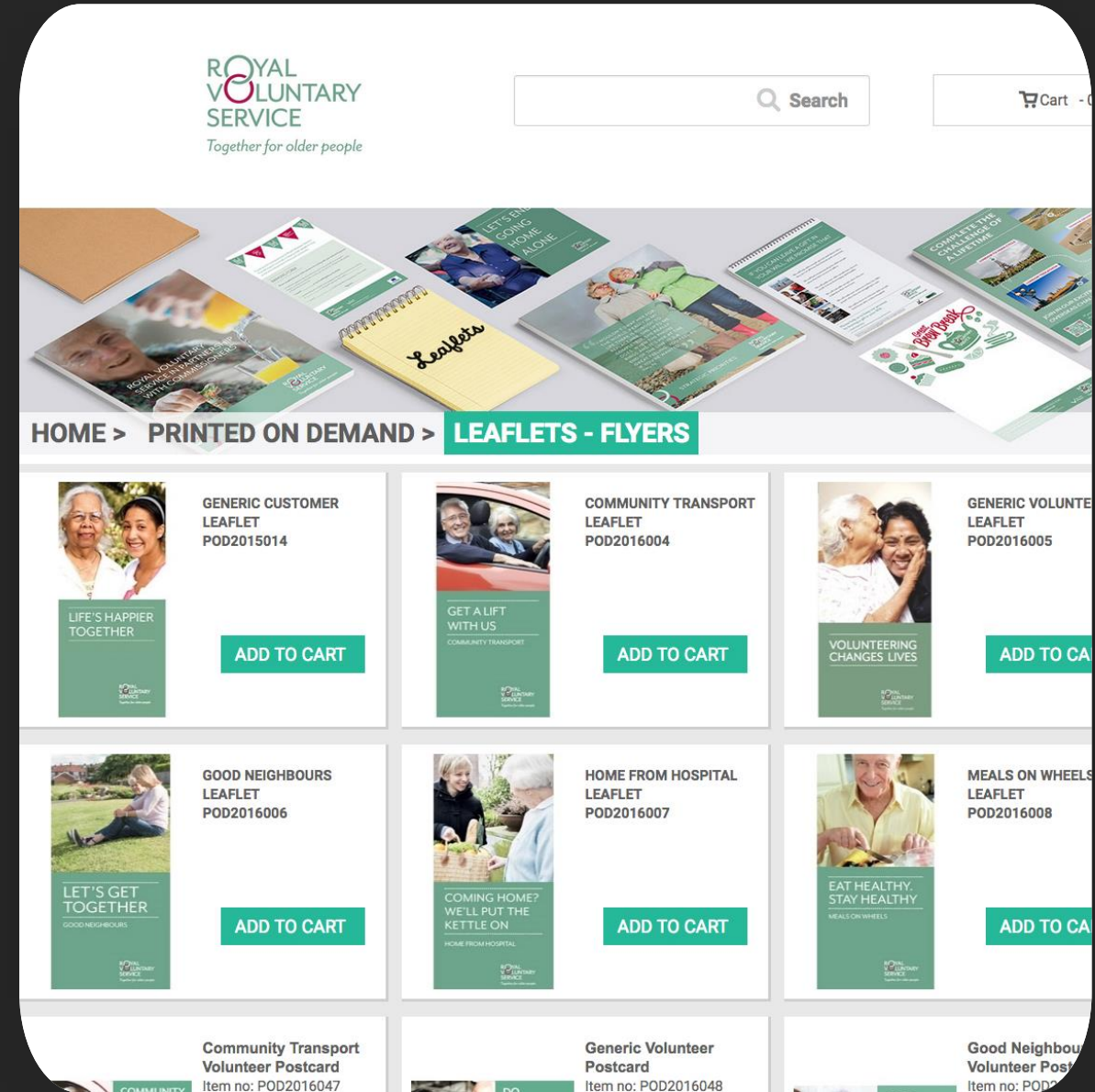
# Marketing Preparation

## Create Bold Marketing Literature

Ensure Web2Print is the focus point, internally, and that every meeting is accompanied by a Web2Print pack. Customers love the look and feel of print. Not only are you leaving behind an example of your quality of work, you're giving them inspiration for their next design!

## Generic Demo Sites / Real Life Examples

Rather than customize a new platform every time you give a demo, think about having a pre-populated demo platform instead, that caters to a wide range of customer requests. Excellent for internal training and for external pitching.



## ENSURING YOU'RE READY TO PITCH

# Have a Clear Timeline with Milestones

Brief Your Teams – Delegate Tasks and Responsibilities

Take into careful consideration the requirements of a Web2Print platform. Is your design team comfortable with how their role will evolve?

### Design Teams



### Sales Teams

How will your Sales Teams and Account Managers adopt the forthcoming changes? Have they been sufficiently briefed and trained?

Pre-press and automation specialists will play a critical role in ensuring a 'complete' Web2Print solution. Will they also require additional training?

### Pre-Press Specialists



### Financial Teams

Are all sectors of your business prepared for change? For instance, is your finance team comfortable with new billing models?

Detail when you'll actively pitch and when you'll be able to implement Web2Print platforms.

***Does everyone understand their role?***

# INTRODUCING WEB2PRINT TO CLIENTS

*Both new and existing...*



First

## Don't Get Edged Out

If you don't approach your clients with Web2Print, your competitors will! The playing field is slowly evening-up and filling-out...



Second

## Don't Forget the Non-Financial Benefits

Massive efficiency benefits for you as well as your customers, e.g. simple proofing processes; shortened time to delivery, etc.



Third

## Undertake an Audit

Look for clients with multiple offices and undertake an audit with your sales team. Look out for multiple print suppliers – use this to your advantage.



Fourth

## Begin With Business Cards

It's excellent training for your sales team.

Additionally...

# Begin With Business Cards

- 01 **10 Employees/**  
Perfect even for SMEs
- 02 **Small Setup/**  
A smaller deployment is easier to set up.
- 03 **Good Training/**  
Excellent experience for internal sales teams
- 04 **Easy Product/**  
Very easy product to manufacture.

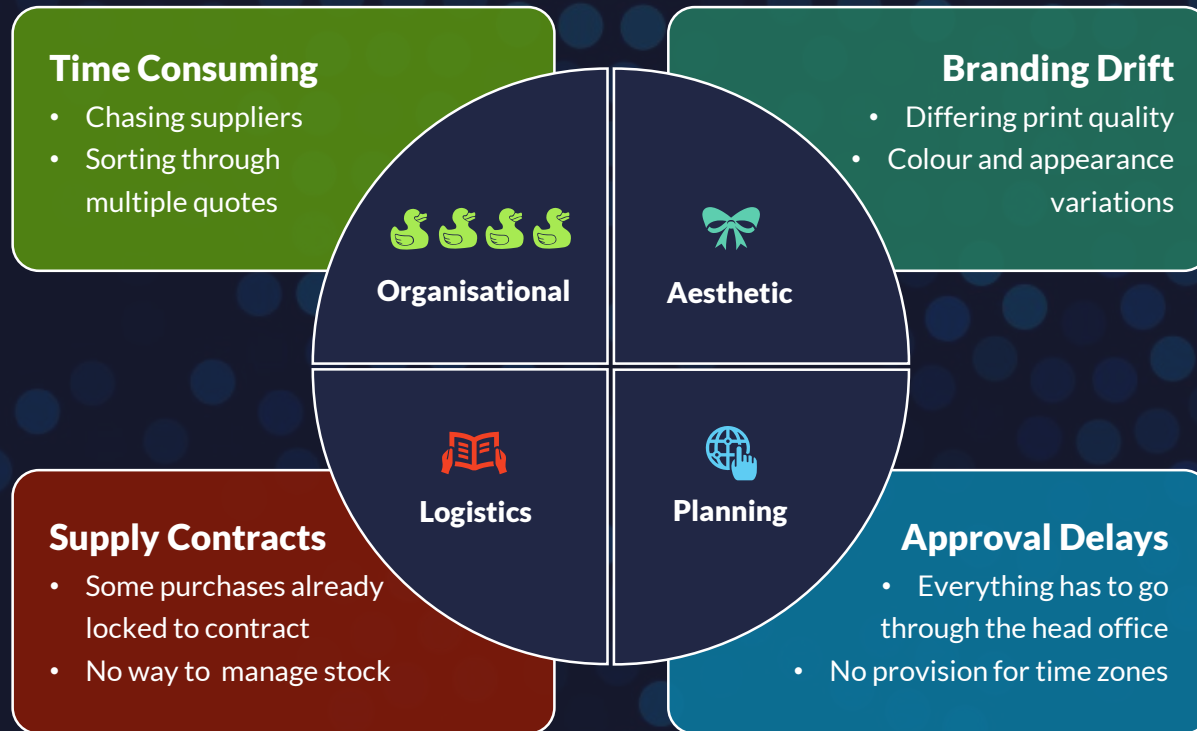
- 05 **Dry Run/**  
Helps with live testing of the site
- 06 **Multinationals/**  
Perfect for offices in international locations.
- 07 **Taster/**  
A good foot in the door for uncertain clients
- 08 **Fast Turnaround/**  
Demonstrate the easy customization.



# Offering Additional Value

A Case Study

## The Customer's Pain.



## The Turning Point.

We set up a meeting with the relevant internal stakeholders, to pitch Web2Print.

The most interesting part of the conversation:

“ Why not put all collateral on the same platform? ”

“ Because of all the other parties involved! ”

“ Not a problem..... ”

# Offering Added Value

The Solution

## Streamline All Ordering

All ordering is performed from the Web2Print platform and routed to each respective supplier.

## Print and Merchandise

We now provision some of their print and merchandising requirements via our Web2Print platform.



## Centralised Repository

All templates and documents can be stored in the same place, making reuse and ordering a breeze.

## Inventory Management

A custom-built script now lets this client maintain a healthy inventory without fear of running out.

- ✓ By facilitating for other suppliers, we overcame strong objections to deployment.
- ✓ We retained client visibility and won additional business because of the extra value added.
- ✓ All their divisions now place orders via our Web2Print platform, safeguarding our position.
- ✓ We got to perfect a useful, resalable inventory management module on a live system with free feedback.

# Migration Between Systems

Keep a firm hand on the tiller with an excellent plan and achievable timelines.



## Migration is Necessary!

Internally, it must be acknowledged that migration is necessary. Set timelines accordingly. Without a plan, you may end up running multiple systems, indefinitely.



## Become Pitch-Perfect

Correct pitching to your customer is critical to gain acceptance of the new system. Do not over-dramatize or your customer will become disinterested.



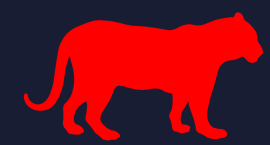
## Upgrades are Essential!

Three months' notice is usually sufficient to notify a customer that an upgrade *will* be performed. Throw in some numbers for comparison.



## Create Excitement

Create some pain around their existing system, then explain how the new system is a pain-killer. Don't be afraid to use buzzwords, like HTML5.



## Show No Fear!

Be brave – customers are far more amenable than you might think! But don't tread too heavily, because they also have long memories...

## Why Do Some Web2Print Strategies Fail?

**01**

Not following these suggestions! These are the result of experience, failure and success - and failure is the best teacher.

**02**

Lack of acceptance: Take a firm decision to make a definitive change to your business model.

**03**

A lack of perseverance. Change takes time and is difficult to implement. Don't just revert over to the *status quo*!

**06**

Not investing in technical resources. This is the most critical point and could lead to the downfall of your entire Web2Print strategy.

**05**

Over-promising. Learn to say, "No, however...". You will be surprised at how understanding customers can be.

**04**

Giving customers *carte blanche*. Resist the desire to offer highly bespoke storefronts unless absolutely necessary.

# Need More Advice? Get in Touch!

Other Syncoms talks you may wish to attend:

|  |   |
|--|---|
| <b>How to sell Web2Print Solutions – BUS0901</b>             | <b>Thursday, 24<sup>th</sup> January 2019 – 2:15pm</b><br><b>Location: La Tache 1</b> |
| <b>Get Your Web2Print Solution Running Faster – BUS1001</b>  | <b>Thursday, 24<sup>th</sup> January 2019 – 3:30pm</b><br><b>Location: La Tache 1</b> |
| <b>Technology Recruiting – Avoiding Disasters! – BUS1101</b> | <b>Thursday, 24<sup>th</sup> January 2019 – 4:45pm</b><br><b>Location: La Tache 1</b> |



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