



Print experts help client find \$113,000 a year for projects to grow the business

Expense Reduction Analysts industry expertise lowers costs 30%



Some mailings were centralized, while others were handled locally around the country. All the projects involved press runs that varied greatly in quantity, production and handling, requiring high levels of service, quality, flexibility and responsiveness.

Consultants lowered costs, streamlined processes and improved service levels

As a result of ERA's insider understanding of the print industry and proprietary benchmark data, Consultants achieved significant savings and process improvements.

Project Information

- Client Spend — **\$379,000**
- Annual Savings — **30%**
- New Funds — **\$113,000 a year**
- Client \$ saved/hour invested — **\$22,600**

More funding needed for marketing

A national insurance broker based in the Chicago area wanted to increase funding for marketing to support new business growth, training programs and customer service.

The agency used third-party printing and fulfillment services to produce and distribute marketing and training materials.

The client is now able to increase funding for marketing projects to help grow the business