



Case Study

Growing Fulfillment Provider Utilizes Propago to Improve Efficiency

The Company

- On-Demand Fulfillment Partner
- Marketing Solutions Provider
- 40 years experience in printing and paper industry
- \$750,000 in yearly revenue
- Focused on environmentally-friendly practices

Quotes Highlights

01 | Mike – V.P. of Solution Sales

"One of the most exciting things about working with Propago is that they never stop innovating and advancing their platform functionality to be more customer friendly and useful."

02 | John – Warehouse and Fulfillment

"Propago makes my job very easy by reducing paperwork and simplifying the way we find and fulfill orders."

03 | Mike – V.P. of Solution Sales

"Every bit of new business is a direct result of creating a portal for a new customer and capturing all sales through that portal."

Executive Summary >>



This Marketing Fulfillment company was founded with the goal of being a complete, on-demand provider for the marketing needs of brands both large and small.

Their previous systems lacked versatility, integration functionality, and ease of use. Propago now is a core component of their operations and offering, allowing them to expand their customer base significantly.

"When I first saw [Propago], I knew it was the answer I had been looking for."

The Problem



The company needed a robust platform to appeal to prospects looking for an online, on-demand fulfillment provider. The systems they previously implemented lacked important functionality, flexibility, and ease of use.

They sought a solution that could give them the tools needed to aggressively expand their customer base. The goal was to offer their customers:

- On-Demand Web-Based Fulfillment
- Flexible Integration Capabilities
- Complete Reporting Instruments
- Granular Control Over User Experience



Results

Increase In Customer Base

50%

"Moving to the Propago platform has expanded our customer base to areas not possible before."

Mike – VP of Solution Sales

Leading With Propago

Propago has become the main sales tool for acquiring new customers.

"We lead all sales with the Propago platform."

Mike – VP of Solution Sales

Labor Reduction

40%

Various departments all find their workload lessened and touchpoints reduced.

"The Propago reporting system makes invoicing customers a breeze."

Sue – Accounts Receivable

The Solution



Powerful

Fully-customizable portals, sophisticated tools for brand compliance and user experience controls, and consistent innovation.

Integrated

"Its ability to communicate to other systems is also a game changer." Mike – VP of Solution Sales

Flexible

"The Propago Team is very flexible and willing to look at customer requests for unique functionality." Mike – VP of Solution Sales

Intuitive

Propago makes portal creation, portal management, and end user navigation simple and intuitive.

Bottom Line

For this Marketing Fulfillment Provider, The Propago Platform:

- Is an essential component of business strategy and operations
- Is what leads the conversation during the acquisition of new customers
- Is the platform that captures sales and facilitates business
- Reduces touchpoints and labor costs across multiple departments