

DIGITRANS.me – success stories

Company name	Nyomdaipari Szolgáltató kkt.
Industry	Printing industri

Success brief – A brief summary of the problem and how it has been addressed	Creating a label print division, creating a digital ordering platform, finding a new target audience, speeding up the order process.
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Please answer the following questions regarding your experience with DIGITRANS.me

The situation – Describe your situation prior to using DIGITRANS.me and DIGITRANS trainings in general

Successful business, with more than 30 years of professional experience, standing before the changeover, looking for new market opportunities and expanding its existing market areas. We met Nyomdaipari gp. at the workshop offered by Digitrans Hungary among the first ones in April 2018. The group was enthusiastic and very ambitious, and as it has later been proven, they try to use what they have learned. The company has been offering a wide range of printing services and paper-based offline marketing materials, paper products for over 30 years across the country, and in some of the neighbouring countries.

The challenge – Describe your challenge and why it needed to be addressed

Representatives of the company have left the first meeting with multiple already outlined, although crude ideas. According to the manager, this workshop has largely changed their practices by launching a new point of view in their operational approach as a tiny spark, which mainly involved the development of new products, market positioning, and customer attachment, but it seems to be embedded in everyday management as well.

The solution – In what way have you resolved the problem

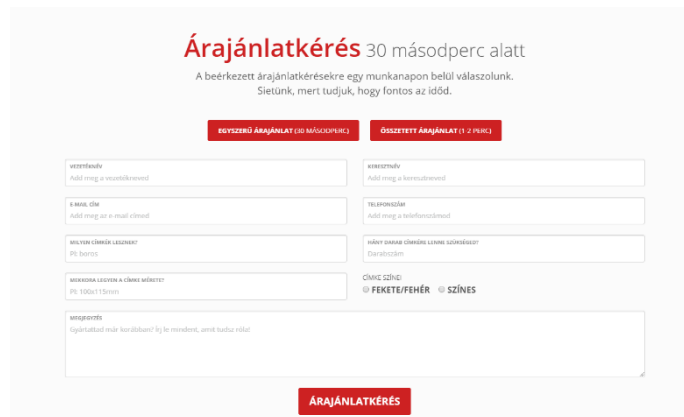
The first step was to select the realistically viable ideas from among the ones that were born during the process. The company tried to work on the digital business methodologies provided by the Digitrans Hungary team from the point of view of examination and decision-making processes. With the help of this knowledge and practices, they conducted an in-house examination of the relevant points, they developed business models, conducted market research and a survey on competitors and examined the target audience. At the same time, they continued learning through the curricula that was made available in the meantime in e-learning format. They have been in contact with the Digitrans instructor via shorter or longer online consultations about the issues that required clarification.

When the number of existing ideas was narrowed to only two and examination of specifications and performance of market/competition research has begun, the new target and new product started to become clear. They carefully looked for solutions that were used throughout Hungary, Central and Eastern Europe, which meant the observation services related to ideas or product portfolios similar to theirs. Thus, they looked out from their direct market area and took ideas from elsewhere. They also used the help of external experts in this, but the most important factor was their relational capital that was accumulated over 30 years. Several old or current customers and partners were asked for demand assessment, and in relation with product and service needs. In web trends and marketing, an external company was asked for support. Examination and comparison of local and domestic competitors and Western European and global trends, they came to the conclusion that digital service, ordering, and execution - as previous experiences have shown - are leaning towards the already existing "web to print" which is less frequently used in Hungary. Like in any other mobile and digital sector, instant and fast ordering, high level of customization are also expected in the market of prints. For example mobile application and real, extra fast web to print solutions. However, the company realized that the development and introduction of a real web to print design and ordering application would be a very big and burdensome change for them therefore they were looking for another solution.

Based on the preliminary surveys and tests, the examined target audience and the outline of the new product offered a larger market potential in the field of labels than in the portfolio of boxes. Also, the efficiency of production, the cost of production per product would be more favourable in the case of the former idea. However, it is worth knowing that the company has been dealing with the production of labels and paper box for a long time, so production-related know-how, professionals, machinery and background systems were already available for production. Although they first considered a larger step in relation with the box portfolio sector (which would have meant turning towards a more specific audience and a specialized product range, with digitalized commercial support tailored for the new product range), finally another idea, rethinking the label portfolio was the final decision. The company, with its new direction reflecting the blue ocean strategy and its business plan intends to open up a new market area with a novel appearance, which is unprecedented in the life of the company and the printing market of the region.

The expanding product range and target audience require the creation of a new communication channel. Although the company has already had a website, the product-specific division was missing and there was no unique look for any of their portfolio elements. This was a problem to be solved because as it turned out, the old solutions several times caused customers to turn back from their website, as they were not aware that the company was dealing with certain services; the relevant product and service were lost among the many information. That had to change, therefore a new website, a simple, well-targeted landing page was developed for labelling and label printing, together with improved service management. This appeared recently, as the cimkezz.hu site, specializing in labels. Although they are not using the latest web to print technology, it can still be said that there are only a few printing companies on the market, which offer this kind of service in this form, with such reach. Thus, they have somewhat approached the market environment and the new target audience with the new interface.

Another essential and important element of the new business plan was the speed, therefore a 30-second request module for price quotations was developed, which is directly linked to the colleague dealing with the printing of labels.



Árajánlatkérés 30 másodperc alatt
A beérkezett árajánlatkérésekre egy munkanapon belül válaszolunk.
Sietünk, mert tudjuk, hogy fontos az idődd.

BEJÁRÓ ÁRAJÁNLAT (0 MEGCÉLJEL) **ÖSSZEITTEL ÁRAJÁNLAT (1-2 PERC)**

VEZETŐNÉV
Add meg a vezetőnéved

KÉRDÉSEK
Add meg a kérdésed

E-MAIL CÍM
Add meg az e-mail címed

TELEFONSZÁM
Add meg a telefonszámot

MELYEN CÉMÉRE KÉRSZ ÁRAJÁNLATOT?
PL: Borsos

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CÉMÉ SZÍNE
☐ FEKETE/FEHÉR ☐ SZÍNES

MEGJEGYZÉS
Gyéltsd meg korábban? Írj le mindent, amit tudsz róla!

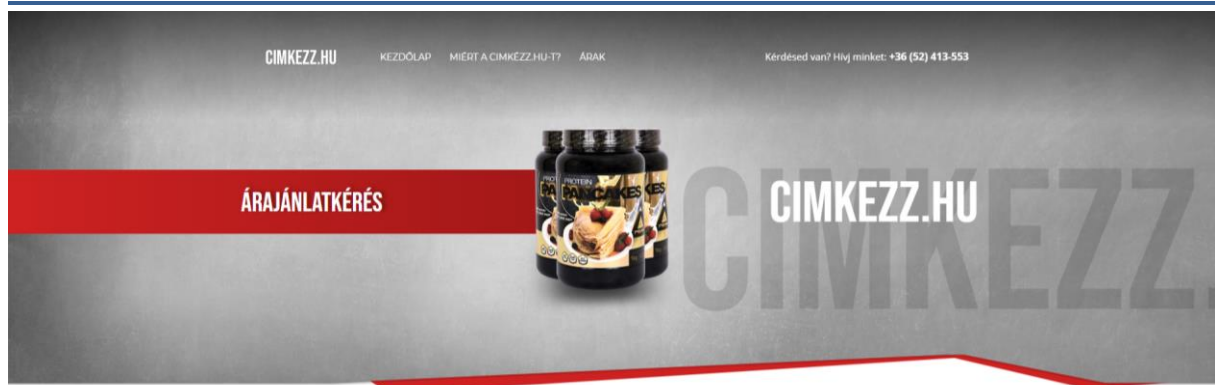
ÁRAJÁNLATKÉRÉS

The third pillar of the idea was to improve the service managing the linkage of product and customers behind the new interface. In fact, this service is based on speed and quality service, which requires that the colleague who focuses on the label specification and orders received through the interface handles price quotations, the page and the incoming orders. Thus, the organization of the company is also in considering the incorporation of a new job position specialised in product management. Until now, there was no dedicated person responsible (product managers managed all types of products). In this way, as a mini but new product division is formed in the life of the company, focusing on the former label printing service.

Thus, cimkezz.hu is a novelty for the company in terms of appearance, name and service background. Initial expectations of the company related to the new direction:

- Due to the possibility of quotation requests, the number of incoming inquiries in the first quarter should reach 35 per week, in the second quarter it should be 75-100 or more per week, and continuous increase is expected based on optimal estimates.
- Exponential increase of page views and awareness.
- Cimkézz.hu should be the first to come in mind of anyone who wants to order a custom label for any purpose.
- Achieving and maintaining 24-hour contact-to-order period from the first month.
- Keeping the ratio of contacts and actual orders as close as possible to 100%.
- Reducing the number of personal meetings related to small and medium label orders by shifting to a faster but more specialized form of service.
- Achieving revenue growth due to focusing in the label portfolio.
- Increasing demand for label products
- Increased utilization of the production lines of labels, increased continuous production time of employees (even multiple shifts).

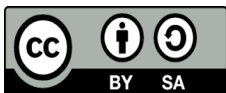
The outcome – What was the outcome?



The website is operational, the idea is realized. As for the expectations, the company seeks feedback concerning the first measured period by the third quarter of the year, which will show the effectiveness of the new method and whether it will bring the expected growth?

If the idea is successful in the specific field, then previous ideas will be renewed and introduced as individual brands, divisions and services. Once this above is already realized, the next step can finally be the creation of a real web to print solution that will launch a new design cycle. Although it has been a long way to go, as from the idea to the final realization almost a year has passed. There were many small changes and more work in the life of the company between the Digitrans workshop and the appearance of the site. They received positive feedback about the new service in the early days already, and the colleagues are motivated in the implementation of the new solution in the internal organizational life of the company.

But with the whole program, they have won much more - they have took off on a path that presumably enriches the company with value-creating processes that respond to market trends and thus help them in market survival, growth, and digital business transformation.



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