# Talbot Marketing

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# ROI for small business in less than a year - happy customers, priceless.

## About the customer:

Canadian promotional product company digitizes and streamlines their sales order process and improves customer service through quicker and more accurate order placement.

### Challenges:

• Manual sales orders process causes delays and inefficient inter-departmental collaboration

• Lost or stalled orders due to bottle-necks between departments

• Increased costs due to high paper usage and printing

**TALBOT**

"The number of documents we print has been reduced by 90 per cent as electronic processes have been put in place. More significant than our cost or environmental savings is our ability to ensure orders are being processed in a timely manner and accounts payable invoices are processed efficiently."

**-Ian Nicol**
Finance Manager
Talbot Marketing, London, ON

Talbot Marketing is one of Canada's largest providers of promotional products, corporate apparel, and uniforms. Talbot helps its clients leverage their brand and market themselves to customers and employees with programs like safety, recognition, incentives, and product launches.

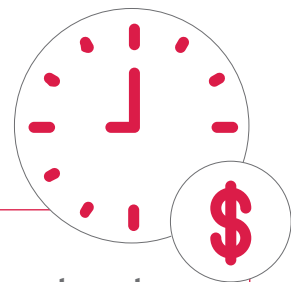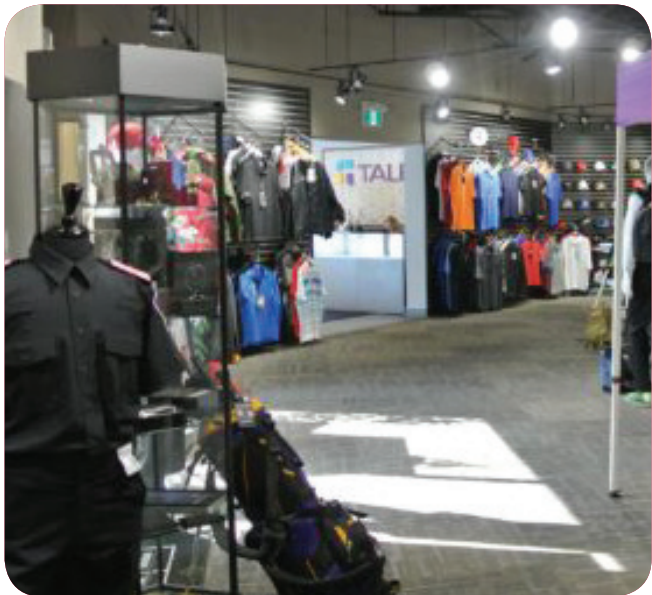## Automating the sales order process creates happier customers

Prior to implementing DocuWare, Talbot's sales order process was managed using a paper manila envelope to collect all the documents relating to an order. Every document from the initial order, to artwork approval, and shipping and invoicing was added to this envelope, called a docket, and transferred from department to department. Today, sales orders are either scanned first or imported electronically into DocuWare where they wait in a digital queue until the order entry staff can input them into the company's ERP system. Using DocuWare Smart Connect, the data from the ERP system is imported into DocuWare and used to index the invoice. This method eliminates double data entry and ensures that the invoice index fields in DocuWare, and data in the ERP is consistent, making document retrieval quick and easy. The invoice is now indexed by the sales order number and the sales representative's name then routed through the company's workflow electronically using digital stamps. Once the artwork has been approved, Talbot places an order with their supplier and the merchandise is shipped directly to the customer. As soon as Talbot receives the invoice from the supplier, it triggers another workflow to invoice their customers.



## How Talbot Marketing became one of Canada's 50 Best Managed Companies

"Overall, the number of documents we print has been reduced by 90 per cent as electronic processes have been put in place. More significant than our cost or environmental savings is our ability to ensure orders are being processed in a timely manner and accounts payable invoices are being processed efficiently. Our return on investment was achieved in less than one year and we

"Our return on investment was achieved in less than one year and we saw immediate improvement in our customer service."

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 Finance Manager
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saw immediate improvement in our customer service with our new ability to quickly place orders and address issues that may arise. DocuWare gave us real-time transparent processes and seamless information flow between departments," said Ian Nicol, Finance Manager for Talbot Marketing. Management applauds the way DocuWare's transparent nature allows them to see at-a-glance how many orders are waiting to be processed, where they are in the process, and the value of each order. With DocuWare, the management team can better manage cash flow, balance workloads, avoid bottle-necks and ensure no orders are lost or stalled. "We are very happy with DocuWare and couldn't live without it," Nicol said. Recently, Talbot Marketing was chosen as one of Canada's 50 Best Managed Companies. The award was given after an intense review of the company's structure, including strategy, capability, commitment, and return on investment. The installation of DocuWare was a key part of how Talbot's use of innovative technology contributed to the prestigious award designation.

**Discover how Ricoh can streamline your manual processes and help you better support your remote workforce. Contact us now.**

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