Case Study
Kohler

🖥 kohler.com   🏢 Manufacturing

About the organization:

Founded in 1873 in Kohler, WI, Kohler Co. (Kohler) offers an array of products and services. The company is a recognized industry leader for providing a variety of kitchen and bath plumbing fixtures.

However, the company has also expanded into furniture, cabinetry, tiles engines and generators. It is one of the largest private companies in the United States.

Business challenges and strategy:

A large print provider managed Kohler's literature fulfillment business, but due to their size, were unable to provide a solution to meet Kohler's needs. This led to individual business lines procuring their own products from local providers and loss of brand control by a resource-constrained marketing department.

Kohler needed an end-to-end provider that could provide a solution to simplify their back-end processes, help reduce inventory loss and provide an easy-to-use marketing resource hub where internal teams, retailers and customers could order branded marketing assets, technical publications and/or product samples.

With flexible end-to-end solutions, OneTouchPoint was well-positioned to support the unique needs of Kohler and executed a plan to meet their goals that allowed the company comprehensive brand management capabilities and streamlined print, ordering, and fulfillment operations all through our technology platform.

KEY OBJECTIVES:

→ Provide an easy-to-use marketing resource hub where internal teams, retailers and customers could order branded marketing assets, technical publications and/or product samples.

→ Comprehensive brand management capabilities

→ Print and fulfill various marketing collateral customer requests in real-time

AS A SOLUTIONS PARTNER:

Annual support numbers

Documents Managed	Pages Produced
25K	**150M**

Orders Processed	Line Items Processed
115K	**300K**

CURRENT RESULTS

💵 **$3.5M in annual savings**

Streamlined processes

Simplified operations

Program efficiencies

Single vendor

Centralized brand management

OneTouchPoint

Strategy, Goals and Results

OneTouchPoint designed an end-to-end technology-enabled solution leveraging a combination of our products and services. When requests for literature came in through Kohler's website, from a call center, or via a business response card (BRC) from a magazine, we created a process for real-time responses.

If the prospective buyer provided an email address, we developed a personalized URL with a custom landing page directly correlated with the individual's interest. This custom landing page also highlighted the Kohler showrooms that were closest to the recipient.

We created a personalized letter for prospects that provided a physical address and requested literature via the mail.

The OneTouchPoint fulfillment operations team was then able to include appropriate materials in the mailing package that provided information on the closest Kohler showrooms and distributors within 24 hours of the initial request. All leads were electronically transferred to sales teams and distributors within 24 hours for follow-up.

SHORT-TERM GOALS:

→ Brand governance; ensure brand integrity across business lines

→ Reduce complex vendor management with a single source provider

→ Simplify back-end processes

→ Manage inventory to reduce obsolescence and waste

→ Reduce fulfillment time of customer and sales requests

LONG-TERM GOALS:

→ Reduce/eliminate significant internal administrative resources, and associated costs to maintain site

→ Flexible distribution channels

→ Improved speed to market

→ Monitor inventory & costs, analyze mailings, and identify which marketing assets are being used (or not used)

⟳ Technology Solutions Implemented

→ U.Connect TCMA Platform capabilities leveraged:
  - Brand asset management
  - Fully integrated print, order management, fulfillment and mailing services
  - Custom integrations

→ U.Connect Product Module
  - 25,000+ documents managed

→ U.Connect: Managing dealer and retail ordering websites for all brands

→ U.Connect integrated IT system for inventory management and ordering

→ Print Services
  - Lithographic printing
  - Variable print
  - Digital-on-demand

→ Order Management & Fulfillment
  - Mailing Services
  - Fulfillment
  - Warehousing

→ Managed Services
  - Inventory management

OneTouchPoint