

Case Study

Uzin Utz

 us.uzin-utz.com/

 Manufacturing

About the Organization:

Uzin Utz was founded in 1911 and is a vertically integrated manufacturer of product systems designed for the preparation, installation, finishing and care of all types of floor coverings.

Uzin Utz is a family-run business, currently in its fourth generation; its more than 1,300 staff members are leading in the development and manufacturing of flooring and machinery installation products.

Business Challenges and Strategy:

Uzin Utz, a global manufacturer, has over 50 field sales reps covering over 300 distributor locations in North America. They rely on a team of nationwide sales representatives to get their products in the hands of flooring installers via a robust distribution channel. With a one-stop-shop solution from OneTouchPoint they were able to reduce complexity in their supply chain and streamline their processes, which led to significant operational improvements and marketing effectiveness.






As Uzin Utz experienced expansive growth and added an outside field team, they needed a centralized location where sales could quickly and easily access, personalize, and order marketing materials – such as brochures, kits and promotional items – that were then shipped directly to wherever they were needed. In addition, their existing partner was struggling to provide up-to-date inventory counts and shipping was often slow, which caused the sales team to not always have had what they needed when they needed it, negatively impacting deals in the field.

Uzin Utz realized they needed to streamline both processes and vendor management. The goal was to find a single vendor that would serve as a consultative partner, building a centralized solution to serve as the main ‘hub’ of marketing content and assets, providing data and reporting to help drive more strategic decisions, and address important tactical functions, such as improving on shipment times and overstock of inventory that were costing Uzin Utz time and money. The impact of a single vendor meant that the corporate marketing team could spend less time managing day-to-day requests, monitoring fulfillment and shipments, and juggling the time-consuming job of managing multiple vendors, letting them focus on more strategic initiatives.

KEY OBJECTIVES

- Provide centralized marketing hub for 50+ sales reps to access up-to-date marketing content and assets
- Reduce supply chain complexity and streamline processes with a single vendor
- Fulfillment and shipment monitoring and reporting
- Improve shipments times and reduce inventory overstock

CURRENT RESULTS

-  Streamlined processes
-  Simplified operations
-  Program efficiencies
-  Single vendor
-  Centralized brand management



With the OneTouchPoint solution, Uzin Utz took the opportunity to up-level their marketing portal, simplifying overall management of marketing assets and promotional items, and gaining access to customizable, on-demand reporting. The reporting insights allowed them to further analyze inventory, asset usage and print spend. Prior to engaging with OTP, keeping up with the needs from the field and dealing with the various challenges required daily management; the corporate marketing team was faced with adding another staff member or finding a full service, end-to-end provider that would allow them to refocus their energy on strategic marketing efforts.

Why OneTouchPoint

OTP was able to deliver the production-based efficiency and marketing effectiveness that Uzin Utz was looking for—under a single roof. The organization needed a vendor that could provide real-time, accurate inventory reporting and increase speed-to-market while providing a technology platform that was both easy for marketing to manage their brand and the sales team to access and use. OneTouchPoint’s through channel marketing automation platform, U.Connect, gave them full brand control at the corporate marketing level bolstered with full-service print and fulfillment capabilities, which led them to choose OneTouchPoint over a longtime vendor.

Centralized Brand Hub

Making sure the nationally distributed sales team had access to critical sales and marketing tools was imperative to driving sales. Leveraging a centralized marketing portal, U.Connect, the marketing team can now roll out new promotions quickly and efficiently, while the sales team can easily access these approved marketing materials—such as new campaigns, presentations, customizable assets, promotional items, and more—then customize, order, download or print on-demand to have them delivered directly to their locations or homes.

“Our new centralized marketing hub lets us provide quick, nationwide access to approved on-brand marketing materials and promotional items to our sales team when and where they need them, 24/7.

Our field teams are better enabled and we can more easily manage our assets and inventory and reduce the time the marketing team spends on one-off requests and manually sending out sales kits. We have been able to refocus on strategic marketing initiatives and growth opportunities.”

JOSH NEUBERGER, VICE PRESIDENT - STRATEGY & DEVELOPMENT AT UZIN UTZ

Actionable Reporting

The Uzin Utz team now has access to real-time, actionable reporting and automated inventory alerts, reducing time spent manually managing and monitoring assets and premiums, and time wasted ordering materials that are not in stock. The marketing team can schedule automated reports and easily access customizable reports 24/7, increasing the level of oversight of inventory, asset usage and overall spend.

One-Stop-Shop

Uzin Utz also has full brand management capabilities at the corporate marketing level—all under a single roof. With a single vendor, they are able to save time, reduce vendor management complexities, lower costs and increase efficiencies. OneTouchPoint's turn-key technology streamlines front-end brand asset management and seamlessly connects to backend order management, production and distribution services, whether the brand materials ultimately end up in a box, in the mail, emailed or downloaded and printed on-site.

“Our OneTouchPoint account team feels like a part of your team. They are there to help, sharing proactive ideas in that drive results and grow our business to tackling day-to-day tactical requests. When we start a project, we know our OTP partners will share best practices— from suggesting different approaches to ways to improve everything from results, to quality improvements, to speed to market, and cost savings.”

JOSH NEUBERGER, VICE PRESIDENT - STRATEGY & DEVELOPMENT AT UZIN UTZ

Partnering Through Crisis

In March of 2020, COVID-19 began to heavily impact the Uzin Utz sales team, as the construction manufacturing vertical relies heavily on in-person visits to meet with distributors. The marketing team had to quickly shift gears to help sales meet and communicate with their customers and prospects via new channels. They swiftly created and launched a new webinar program, creating a new avenue to virtually share updates and do “tours” across the national locations. They combined the webinars with custom kits to add a tactile element so their ‘ hands-on’ customers could still see and feel the materials they would have seen and felt in person. OneTouchPoint was able to quickly step in, ease the burden of creating, managing and delivering the custom kits, so the marketing team could focus their efforts on building and delivering the programs that could help their sales team manage through the challenging time.



Solution and Results

By moving to a single vendor, OTP seamlessly transitioned in and began managing the entire backend process, including full-service printing—from printing thousands of brochures to creating custom branded banners, to fulfillment and distribution.

Uzin Utz now has a single point of contact, end-to-end reporting and reduced costly manual management of orders, allowing them to bypass adding additional staff.

- Reduced speed to market by 3-5 days
- All marketing assets controlled in one central hub
- User-friendly design lead to increased adoption of self-service orders by the sales team
- The depth of service offerings and capabilities lead to unparalleled support and the ability to quickly launch and deliver new programs.

“OneTouchPoint simplifies the request process for both sales reps and the corporate marketing team. Whether it is sending out kits, to having 1,000 flyers printed, OneTouchPoint can have these printed, shipped out and they arrive within 48-72 hours. From a cost/benefit analysis, not only do they help us get to market faster, we can use a single vendor, with commercial-level print quality, and they are cost-effective. People sometimes look at “cheaper” online options, but when you factor in their shipping costs, they are actually quite expensive, the print quality is not guaranteed and often timing-wise, you look at 2+ weeks before you receive the items.”

JOSH NEUBERGER, VICE PRESIDENT - STRATEGY & DEVELOPMENT AT UZIN UTZ

Technology Solutions Implemented

- U.Connect Marketing platform (controlled access, self-service, etc.)
- Managed Services
 - Warehousing & fulfillment of promotional items
 - Kitting of custom materials
- Print Solution:
 - Flyers, sell sheets, etc.
 - Signage