

# Construction Supplier Simplifies Marketing Operations

Manufacturing

## Overview.

A global leader in flooring product systems, faced increasing challenges in managing their marketing operations effectively. With over 50 sales reps and 300 distributor locations across North America, the company needed a centralized solution to streamline processes, improve supply chain efficiency, and empower their dispersed sales team.

Partnering with OneTouchPoint, they implemented the OTP One platform to centralize their operations, improved inventory management, and reduced time-to-market. The partnership not only optimized day-to-day tasks but also enabled the company to focus on strategic growth efforts.

## About the Organization.

The company is a family-run, vertically integrated manufacturer specializing in flooring preparation, installation, and care products. With over 1,300 employees worldwide, the company serves a vast network of distributors and flooring installers.

Known for their innovative solutions and sustainable practices, they are a global leader in the construction and manufacturing industry. However, rapid growth and an expanded field sales team across North America introduced challenges that threatened operational efficiency and marketing effectiveness.

To maintain their reputation for excellence, the company sought a partner to address these challenges while enabling their corporate marketing team and field reps to operate cohesively.

“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. We’ve been able to refocus on strategic growth opportunities instead of manual, time-consuming tasks.”

Vice President of Strategy & Development



## Current Results.

- ✓ Improved Efficiency
- ✓ Faster Time-to-Market
- ✓ Cost Efficiency
- ✓ Streamlined Workflows

# Business Challenges.

With over 300 distributor locations and a dynamic network of 50+ sales reps, the company faced several significant operational hurdles.

## Key Pain Points:

- ✓ **Lack of Centralization:** Marketing materials and assets were scattered, making it difficult for sales reps to access up-to-date tools quickly and efficiently.
- ✓ **Supply Chain Inefficiencies:** Fragmented vendor partnerships led to slow shipment times, inventory overstock, and inaccurate reporting, costing both time and money.
- ✓ **Missed Sales Opportunities:** Slow fulfillment processes meant sales reps often didn't have the marketing materials needed to close deals in the field.
- ✓ **Time-Intensive Management:** The corporate marketing team spent excessive hours managing one-off asset requests, fulfillment, and tracking inventory instead of focusing on high-value strategic initiatives.

It became clear that these inefficiencies were not scalable, especially as the company continued to grow. They needed a centralized solution to simplify the complexity, streamline processes, and empower their teams with the tools they needed.

## Strategy & Solutions.

The company partnered with OneTouchPoint to implement a one-stop-shop solution aimed at transforming their marketing operations and addressing inefficiencies. At the heart of this solution was OTP One, a partner marketing automation platform designed to centralize, streamline, and empower distributed teams.

- ✓ **Centralized Marketing Hub:** OTP One is a single portal where corporate marketing could manage brand assets, reports, and fulfillment operations, while field sales teams gained real-time access to approved marketing materials. Sales reps could now quickly locate and order brochures, kits, promotional items, and other sales tools.
- ✓ **Improved Inventory & Fulfillment:** OTP provided inventory tracking with automated alerts, minimizing the risk of overstock or stockouts. End-to-end fulfillment services ensured faster processing times. Marketing materials were now printed, kitted, and shipped within 48-72 hours, instead of taking over a week.



## Key Pain Points.

- ✓ Supply Chain Inefficiencies
- ✓ Missed Sales Opportunities
- ✓ Slow Speed-to-Market
- ✓ Lost Time Managing 1-off Requests



## Solutions Implemented.

- ✓ OTP One Platform
  - Brand Module
  - Engage Module
  - Intelligence Module
- ✓ Print Services
- ✓ Warehousing, Kitting & Fulfillment

- ✓ **Customizable Tools & Reporting:** The platform enabled the creation of customizable materials, such as region-specific brochures or promotional kits, which the sales team could order on-demand. Comprehensive reporting allowed the company to track asset usage, print spend, and inventory data with precision, enabling more strategic decision-making.
- ✓ **Turn-Key Managed Services:** By consolidating multiple vendor relationships into a single point of contact, OneTouchPoint streamlined vendor management, reduced complexity, and helped cut overall costs while improving service quality.

## Results to Date.

Through their partnership with OneTouchPoint, the company achieved remarkable improvements across their marketing operations, vendor management, and overall efficiency.

- ✓ **Faster Time-to-Market:** Reduced asset delivery times by 3–5 days, ensuring sales reps always had materials on hand to close deals.
- ✓ **Streamlined Operations:** Centralized control of marketing assets and inventory reduced the corporate team's time spent on tactical tasks, allowing them to focus on strategic projects.
- ✓ **Cost Efficiency:** Leveraged a single vendor for end-to-end services, cutting costs while maintaining premium quality.
- ✓ **Improved Adoption:** User-friendly portal design increased adoption rates among sales reps, enhancing their ability to execute campaigns more efficiently.

## Positive Business Impact.

By leveraging OneTouchPoint's suite of services and the OTP One technology, the company transformed their marketing operations into a streamlined, data-driven process. The partnership not only improved supply chain efficiency and marketing effectiveness but also empowered the company to refocus on long-term strategic growth.

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