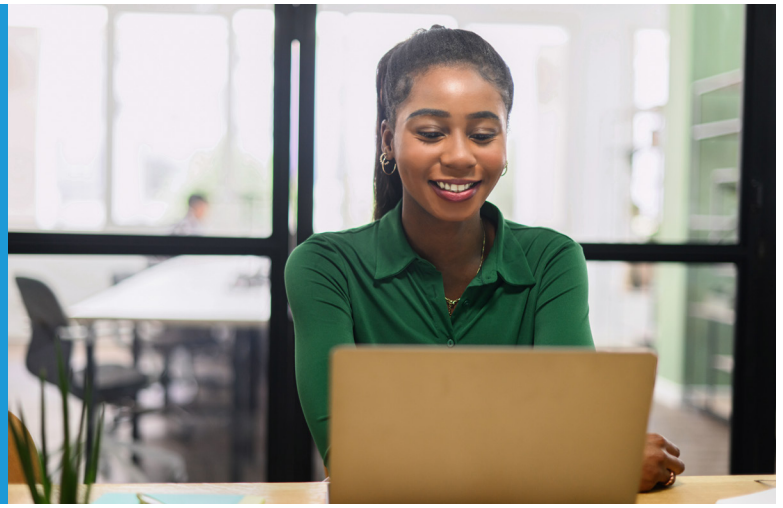


# WeDo

ONLINE ORDERING PORTALS • CASE STUDY

## Property Management



### CHALLENGE

The marketing director of an apartment property management company was responsible for the branded collateral and signage for the company's 35 locations across the state. Keeping each location updated with current marketing materials, forms and signs to promote various rental offers was extremely time-consuming.

In addition, managing all the local vendors and versions of materials was difficult and resulted in inconsistent quality and timing issues. Offers were sometimes late in-market at some locations because local vendors could not get their signage done on time. The marketing director's goal was to spend less time purchasing and searching for vendors and more time expanding the company's marketing efforts.

### SOLUTION

Our online ordering portal was the perfect solution for this multi-location company. It provided one place for the director to order all items for all locations. We took care of the printing, personalization, production, fulfillment and shipping for all locations.

Much like any other online ordering experience, our solution, designed and organized into catalogs with visual images of the items, made it easy to find

what they wanted to order, select the item, choose a location and that item would automatically be personalized for that address.

While the company initially came to us thinking the solution would be just for marketing materials and signs, we were able to show them the benefit of having other items on the site, such as branded apparel, promotional products, human resource (HR) forms and even cleaning supplies from their facilities maintenance vendor. The online ordering portal has become their main procurement site for just about everything they order on a frequent basis.

### RESULT

The marketing director and others in the company who use this system have been very impressed with its user interface and ease of use and how much faster they can order what they need when they need it. Additionally, the quality of all items has improved since one vendor is being used versus many. We are able to maintain their brand standards across all locations. And they are finding real value in the system-generated reports, including orders by time period or location, inventory reports and others.

**If you're ready to centralize ordering online, streamline workflow, control brand integrity and increase productivity, make an appointment with PIP today!**



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