

Fiery JobFlow helps Kwik Kopy Sydney build a better business

When Dean Glasser, bought three Kwik Kopy stores in Sydney, he didn't have a background in printing. However he did have years of experience in business, so he was keen to do whatever he could to improve efficiency and build the bottom line.

At the time he purchased the stores, the Clarence Street location — facility in Sydney's central business district and one of the busiest Kwik Kopy stores in the city — was in the middle of transitioning to EFI® Fiery® JobFlow™ software to handle digital print prepress automation. Glasser soon discovered Fiery JobFlow could help him identify problems in process and workflow that would help him achieve his goals.

With this new knowledge, Glasser has been able to improve processes for increased accuracy and efficiency, plus ensure his stores only run a job once because it is always run correctly.

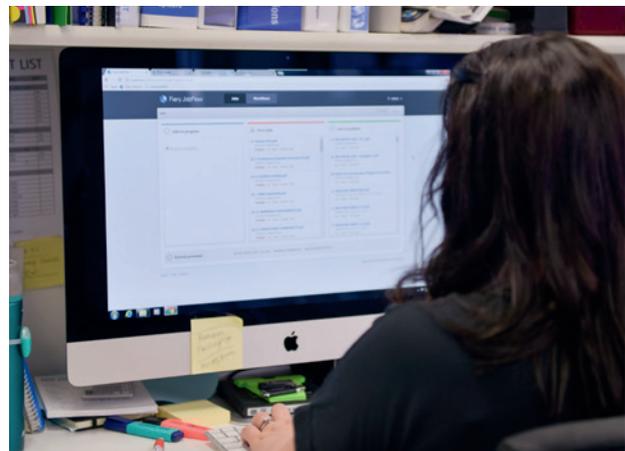
Building better processes

Using EFI Fiery JobFlow now in all three shops, customer service representatives check the accuracy of incoming files, as soon as they receive them.

Before, designers were checking the files just before they went to print. With Fiery JobFlow, the customer service rep can load and review the file immediately, and tell customers right away if there are any problems with their file.

Glasser says this cuts spoilage, time wasted, and delays in getting a job through production. "Every time you have to rerun a job, you're delaying a client or delaying another job that's waiting to be produced."

EFI Fiery JobFlow also frees up the design team to do other more profitable work. Glasser notes, "The more I can free up our design team and our pre-flight people, the better the work flows through the system." Since the software can also fix some of the file problems, those files don't have to be sent to design for repairs,



Challenge:

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DEAN GLASSER, OWNER,
KWIK KOPY CLARENCE STREET



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Kwik Kopy specialises in corporate design and printing solutions. This three-store franchise group in Sydney's central business district provides everything from design advice and branding assistance to stationery and poster printing, photocopying, and catalogue collating.

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or returned to the client. So the designers don't have to stop what they're doing to repair files.

Glasser says this workflow change has cleared up "a huge backlog and bottleneck of work." When there are bigger problems in files, such as low-res images, or pictures with no crop marks, the customer service team gives it back to the clients before it gets to the design team. Because Fiery JobFlow flags what the problems are, the customer service reps can tell the customer exactly what to ask the client for. With that process in place, he notes, "By the time it comes to the design team, it then automatically flows straight into production."

When customers submit files through the online portal, the orders go into templates that are already verified by Fiery JobFlow. Once the customer approves the content online, it goes right into production.

Building better margins

With EFI Fiery JobFlow fully implemented and available to customer service reps and designers in all three shops, Glasser wants everybody to use it. "It's so easy to use, they drag a file into the JobFlow hot folder. JobFlow checks the file and produces an error report. It's as simple as that," he says.

The impact on the bottom line is obvious to a professional accountant like Glasser, "Every time you have to rerun a job, it's costing you money," he says. "The less spoilage we have, the quicker the operation runs, the more profitable we are." He describes the previous "process" as, "One bloke picking it up and saying, 'Well, that's not right. I'll just throw that to one side and do it again.' That's margin gone on the next four jobs."

Solution:

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Glasser estimates that the smoother workflow has made the stores 50% more efficient. As an example, he says, "If a store takes in 100 jobs a week, there's no question that JobFlow has dropped the time to produce those from a week to about three days, and even down to a couple of hours, when required. Previously this was impossible!" Since much of Kwik Kopy Sydney's work requires a 24-hour turnaround or less, it really means Glasser and his team can take in more jobs and still meet those tight customer deadlines.

Freeing up the design team also impacts the bottom line. "We can charge out design work at \$200, as opposed to having them cleaning up files — this is almost non-chargeable, can take more than an hour for each file, involves several emails and proofs, and causes additional time delays and inefficiencies," he says.

Building better customer relationships

Ensuring a job is only run once — the first time, the right time — is key to both profit and business growth.

Glasser explains it this way, "It doesn't look good when we ring up Friday lunch time for a job that was due Friday night, saying we have a problem with the file. Then everybody's under major duress, including our customer."

In his experience of this new business, "Everything is wanted yesterday. And it's all doable, if the files we get are correct. The problem is purely in what we receive from the client," he says. "JobFlow goes a long way to picking up those problems earlier. It's so much more efficient, and it allows us to deliver on these deadline jobs."

It also adds to building a customer relationship. Though he admits it's a nuisance when they tell the customer their file is not right, he also

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thinks it's a service to them. "You're doing them a favour by being able to point it out," Glasser says. "If you get a file, it's not good, and you print it — at the end of the day, you're delivering a second-rate job to the client. They're not going to be happy with it. Whether it's your fault or their fault is totally irrelevant. So getting it right definitely does help to build the customer relationship.

"They'll only give you one or two chances on their jobs," he adds. "Jobs that have bad files need to be sorted out and fixed. You're going to lose the client if you don't. Plus, sometimes you do a small job and, if you do it right, you impress the client. The next job may be a \$20,000 job.



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