

Case Study: Using Technology to Enhance the Printed World

Canadian Digital Adoption Program (CDAP) Grant Recipient

OVERVIEW

Successful organizations everywhere are embracing Digital Adoption because they understand it is the single most important opportunity that enables them to use technologies across all aspects of their business.

Company Details

This company is a commercial printing company specializing in promotional products, signage, and everyday printing needs.

Operating since 2005



SECTOR
Printing



HOME BASE
Calgary, AB



CHALLENGES

With increasing external pressures such as local competition, online competition, niche-online competition, supply chain issues, recruitment, retention, and inflation, our client knew they needed to elevate their digital game. Their digital needs assessment also identified the need to become more efficient in their operations, processes, and management practices.

SOLUTIONS

For this client, we identified 3 key areas of opportunity in which digital adoption strategies will have immediate impact on their operational enhancements and growth potential.



Expanded Online Sales Capabilities



Enhanced Internal Team Communication



Increased Support for Human Capital

BENEFITS

1

Expanded online sales capabilities with ecommerce platform - Leverage a total online presence model where all tactics are working together to move prospects from awareness phase through to loyalty & referral phase.

2

Enhanced Internal Team Communication with Digital Software - Implement internal communication platform that will assist with inter-departmental information exchange, remote work accessibility, and issue management.

3

Increased Support for Human Capital with HR Software Solutions - Improve on employee engagement, training, and retention efforts through a centralized HR support platform.