

CASE STUDY

Precision at Scale: Transforming distribution for a print media leader



When it comes to retail advertising, timing is everything. For a premier national specialist in the printing and distribution of campaign materials, the challenge wasn't just printing, it was the massive, manual task of sorting, collating, and packing tens of thousands of parcels every month.

To maintain their market-leading edge, they needed to move away from the constraints of fixed staffing and find a partner who could turn a labour-intensive "non-core" function into a lean, variable-cost success story.

Enter PPO: a partnership that has now thrived for over a decade.

The Client's operation involves producing and dispatching high volumes of output through a largely manual, task-based process.

The Challenge



Managing the collation and **packing of > 60 000 parcels** per month.



A fixed staffing model created high overheads regardless of whether volumes were at a peak or a lull..



The need to scale rapidly for major retail campaigns without the administrative and legal constraints of permanent staffing.





The solution

PPO implemented a Business Process Outsourcing (BPO) model that shifted the entire responsibility for labour management and operational execution to our specialised teams.

We introduced a "**cost-per-output**" model, meaning the Client's costs now align perfectly with their actual sales volumes.

By introducing structured, task-based processes and clear productivity KPIs, we improved accountability across both day and night shifts.

PPO became an extension of the internal team, assuming the sorting, collation, and packing functions to allow the Client to focus solely on their core printing expertise.

The impact

- By transitioning to a specialised functional outsourcing model, the Client has achieved consistent stability and world-class accuracy.
- We maintained a **0.002% error rate** over the last six months of high-volume processing while providing the ability to scale the workforce up or down instantly based on daily volume requirements.
- Significant improvements in labour utilisation and a drastic reduction in the reliance on permanent staff improved the bottom line.

Our client had this to say about our partnership




We have maintained a long-standing relationship with PPO for many years; their service has consistently met our expectations. They have proven to be reliable, professional, and responsive to our operational needs.

Over time, they have demonstrated a strong understanding of our requirements, supplying competent and well-prepared personnel who integrate effectively into our workflows. Their communication is clear and timely, and they are proactive in resolving any issues that arise.

Overall, their dependable service and commitment to quality have made them a valued partner to our business." - **Marc**

Contact us today to **WORK BETTER, FASTER, SMARTER**

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DRIVING EFFICIENCY