

US HEALTH

Nation-wide collateral on-demand for local agents

US Health Group is a nationwide insurance group offering a broad portfolio of products, including high interest HSA plans, supplemental insurance and other healthcare options for US citizens. With hundreds of sales reps across the United States, it is important to make sure each individual is armed with accurate marketing materials, applications and product information.

US Health is certainly a company experiencing steady growth, but with growth comes an increasing burden placed on marketing to satisfy sales representatives across the nation. As a result, US Health turned to Cockrell Enovation for a solution involving on demand print and inventory management.

One problem encountered by US Health was the ability to have sales collateral for each state in inventory, but at small levels so material could be quickly updated as product information changed. Keeping track of printed inventory for over 30 states can easily turn into a nightmare, so Cockrell Enovation developed an interactive portal for US Health employees to order, track and manage all of its collateral (up to 392 SKUs and counting).

The Solution: Rather than utilizing a canned solution, Cockrell Enovation developed a customized interface that tracked inventory in real time. US Health employees could utilize the web-enabled database to place new print orders, request removal of obsolete inventory, and manage shipment of collateral to agents in need.

The Result: US Health Group is now in complete control of its marketing collateral, able to easily order updated collateral and have it placed into inventory within 3 days of order. A considerable amount of time was eliminated from the process of ordering and managing materials, and US Health is able to gain an accurate count of all printed materials with the click of a button.



PRODUCT

EnGage Online Print Portals

RESULTS SNAP SHOT

Considerable reduction in workload for multiple departments

360-degree view of inventory, orders and content

Enhanced compliance with changing regulations

Reduction in waste, reducing their carbon footprint.