



Case study

Safe Hands

Using smarter automation to
streamline brand marketing

Safe Hands

Safe Hands is a provider of pre-paid funeral plans, working with a network of Financial Advisors, Funeral Directors and Will Planners to deliver end of life financial planning to individuals across the UK and Ireland.

In 2020, Safe Hands undertook a rebranding project, encompassing an updated brand identity across both online and offline activity.

Precision Proco were recommended to Safe Hands by Pimento and became one of a select group of agency partners to form a new rebranding team tasked with creating and implementing the new brand guidelines.

Safe Hands tasked Precision Proco to make the brochure and post sales pack production and distribution more efficient both from a cost and administration perspective whilst concurrently creating a personalised and engaging experience for the customer.



150+
personalised brochures

In the first 4 weeks, over 150 personalised brochures were produced and mailed.

Safe Hands historically produced and created brochures which were sent either via the sales agents or requested directly by the customer on the Safe Hands website. These brochures were kept in stock at Safe Hands for direct requests and quantities of brochures were made available to agents to utilise themselves during the sales process. In addition to the sales brochures, Safe Hands also produced personalised 'post sale' packs for all customers.

Safe Hands tasked Precision Proco to make the brochure and post sales pack production and distribution more efficient both from a cost and administration perspective, whilst concurrently creating a personalised and engaging experience for the customer.

Precision Proco started the project with a comprehensive audit of the production and distribution process from production of the communication pieces through to packing and mailing.

Having identified a number of areas where Safe Hands could realise efficiencies based on automating processes Precision Proco proposed a revised workflow from order through to distribution.

Precision Proco utilised their technology and production capabilities to implement a seamless workflow solution which would remove manual ordering, proofing and production.

An API now connects Safe Hands website to Precision Proco's automated workflow solutions which removed the requirement to manually send files to print. It also allowed Precision Proco to adopt print on demand, allowing Safe Hands to only print and produce documentation when required and send directly from Precision Proco's manufacturing hub to the Safe Hands client.

1

Personalised Brochures

In the first 4 weeks, 150+ personalised brochures were produced and mailed on demand.

2

2 Hours Per Day

Safe Hands have reduced the internal administration time to produce and send documentation by 2 hours per day for two members of the Administration team.

3

Orders Out in 24 Hours

Safe Hands can process files received before 2PM for delivery to customer within 24 hours.



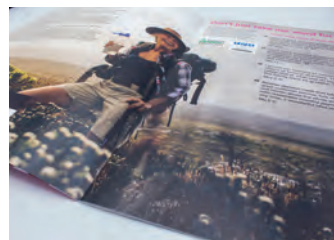
Documentation Folder
 350gsm Silk
 Lithographic Printed
 Gloss Laminate to Outside



**PIONEERING
 WHAT'S NEXT
 IN PRINT.**



Client Brochure
 A4 8PP 170gsm Silk
 Lithographic printed and stitched



PRINT ON DEMAND

In the first four weeks, over 150 personalised brochures were produced and mailed on demand via the new smart automation workflow system.

Safe Hands have reduced their administration time to produce and send documentation internally, saving 2 hours in admin time per day.

Reduces internal production time by 2 hours per day for two members of the admin team allowing Safe Hands to process files received before 2PM for delivery to customers within 24 hours.

This process is now being developed to include the post sales customer packs and also agent packs allowing admin staff to move onto other projects.

