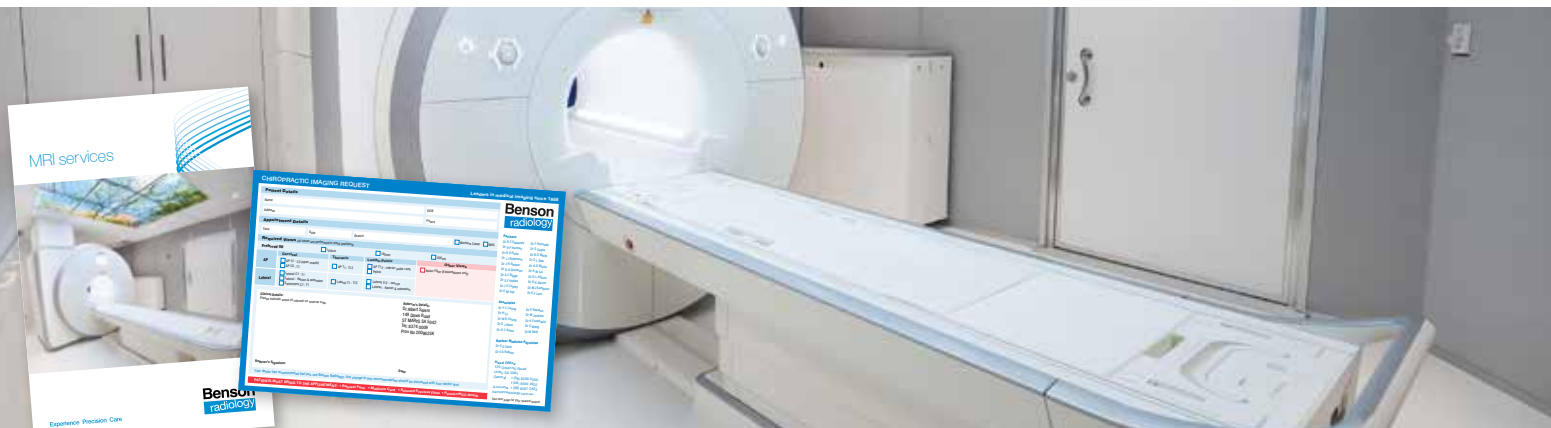


give yourself the advantage

Case Study

Supplying a South Australian household name with medical like precision...



Benson
radiology

Company: Benson Radiology

229 Melbourne Street
North Adelaide SA 5006

Phone: (08) 8239 0550

Web: bensonradiology.com.au

Benson Radiology operates 22 branches across South Australia and enjoys a well deserved reputation as a leader in medical imaging and can boast being one of the nation's largest private diagnostic practices.

As Benson Radiology has grown, so to has the need for efficient management of its extensive range of printed material. Benson Radiology required an efficient ordering solution that aimed to;

- » Reduce administrative cost and time in placing orders
- » Eliminate errors when ordering
- » Develop a user friendly IT program application
- » Distribute orders to each branch



“The online ordering solution has provided us with not only economies of scale but also easier stock control.”

George D'Agostino, General Manager Marketing



The Bowden Print Group together with Benson Radiology developed a personalised efficient ordering solution to meet these needs while also keeping Benson Radiology's brand integrity.

The main benefits to Benson Radiology included greater efficiency in placing orders for printed material, while reducing the room for errors. Existing Excel spreadsheets were replaced with an easy to use online ordering program.

A unique feature of the ordering programme includes the branding of Benson Radiology on their personalised secure website which is exemplified within electronic

folders containing colour visual images of the item being ordered by the user. Additionally, the system also allowed Benson Radiology to confidently print and warehouse larger quantities of stock so as to keep costs of production down. The results of the solution included;

- » Easy user friendly IT ordering application
- » Ability for each branch to place individual orders
- » Benson Radiology brand integrity remains
- » Reduction in administrative time when staff placing orders

- » Cost savings through bulk printing
- » Warehousing of material which allowed for better usage of site storage for client
- » Ability for Head Office to manage orders emanating from branches through innovative online program
- » Direct distribution to individual branches
- » Quick turn around time

In summary, by eliminating the time on individual quoting per print job, this ensures the quick turn around time of fulfillment to distribution, saving time and costs for both businesses. Through the use of innovation technology and the online process significant business to business efficiencies have been gained.

If you would like to talk to the Bowden Print Group about how we can create a unique solution to suit your business, call us today on 1800 818 233.

