

TC Transcontinental Printing's Fulfillment Solutions Bring Greater Efficiencies to Transat's Complex Literature Management Program



Customer Challenge

Providing catalogues and other travel literature to Transat's 6000 Canadian travel agencies is a complex task. Transat's multiple seasonal launches include 15 to 20 different catalogues and brochures available in English and French. Forecasting print and distribution quantities has been somewhat imprecise and has often resulted in costly under- and over-shipping.

As a long-term print provider of the company's catalogues and other travel materials, Transat turned to TC Transcontinental Printing for advice in optimizing their literature fulfillment program. Transat then selected TC Transcontinental Printing to execute the program after completing a rigorous request for proposal (RFP) process.

Solution

To increase efficiencies and streamline the process, TC Transcontinental Printing recommended using its proprietary fulfillment software to create secured and branded web portals for each agency to order their travel literature.

The software is designed to keep track of inventory and distribution data, to receive the orders and to facilitate the process of preparing the kits and shipping the orders to individual agencies.

To gain greater visibility into the agencies' actual quantity requirements, TC Transcontinental Printing incorporated a coding system into the software that allowed Transat to:

- ▶ Control the quantity of brochures allowed by each agency
- ▶ Track the quantity of each printed piece an agency ordered and re-ordered

Based on the real-time information provided by the coding, as well as the historical data, TC Transcontinental Printing was then able to analyse agencies' behaviours over a six-month period and recommend more accurate quantities for subsequent distributions, reducing both waste and re-ordering costs substantially.

Customer Profile

Transat is an integrated tour operator specializing in holiday travel to more than 60 destination countries. With annual sales of more than \$3.5 billion, Transat is one of the world's largest international tour operators. Dynamic internal growth, as well as strategic acquisitions in Canada and many other countries, drives the company's aggressive expansion. Approximately 3 million holiday travelers now use Transat's services each year.





Results

After using TC Transcontinental Printing's fulfillment solution and shipping more than a million pieces in one year, Transat benefited from double-digit fulfillment savings. A significant reduction in freight charges, the largest single cost element in the fulfillment process, proved particularly valuable.

In addition, the new system added automation that eliminated many manual processes. Service and flexibility were also improved through such features as a dedicated fulfillment coordinator and 24/7 system access that enabled client administrators to make changes according to their schedules and needs.

Finally, the fact that TC Transcontinental Printing's large network allowed the literature to be produced and shipped from the same city (in this case, Montreal) further streamlined the process, maximizing distribution speed and cost-efficiencies.

Benefits of TC Transcontinental Printing's Fulfillment Solution

- ▶ Provides flexibility needed to cope with fulfillment spikes
- ▶ Lowers warehouse space requirements and associated costs
- ▶ Integrates manufacturing and fulfillment to speed turnaround and reduce freight costs
- ▶ Provides IT technology that drives greater efficiencies in online ordering and provides real-time information to aid decision making
- ▶ Develops distribution solutions that effectively manage a wide range of cost factors
- ▶ Makes the entire system more demand-driven

Looking to optimize your literature fulfillment program?

Contact your TC Transcontinental Printing sales representative to learn more about our highly efficient, closed loop printing and fulfillment solutions.