

# Superior Plus Energy Services Improves Brand Compliance and Inventory Obsolescence with Online Portal

## Background

Superior Plus Energy Services has been delivering energy to clients across the Northeast and Mid-Atlantic since 1922. Taylor Communications partnered with Superior Plus to produce and fulfill all of their customer statements. The program included a variety of critical customer communications, including customer statements, delivery and service invoices, credit notices, service contracts, installment plans, budget statements, rental invoices and tank invoices. Superior Plus delivered more than 600,000 statements and invoices through Taylor Communications in the first year of implementation. Based on the success and satisfaction of this partnership, the marketing department at Superior Plus engaged Taylor Communications to assist with their marketing communications efforts as well.

## Assessment

Through a series of 35 in-depth interviews over the course of eight days, Taylor Communications assessed the company's brand consistency, color consistency and effectiveness by interviewing key sales, marketing and operational employees. Taylor Communications uncovered gaps and opportunities for improvement by analyzing Superior Plus' customer communications lifecycle.

### Assessment

- Brand & Content Consistency
- Security & Risk
- Channel Effectiveness
- Operational Effectiveness
- Program Innovation
- Pricing Leverage

### Solution Design

- Business Process Discovery
- Solution Architecture
- Functional Design
- Statement of Work
- Change Management
- Financial Model

### Implementation

- Improved Channel Adoption
- Higher Quality
- Innovative Solutions
- Operational Improvements
- Improved Return on Marketing Investment

As a result of the assessment, it was determined that improvements could be made with:

- Brand consistency & compliance
- Marketing effectiveness & awareness
- Marketing collateral and sales tools
- Ordering and approval processes



Client:  
Superior Plus Energy Services

### A Complete Solution:

In addition to aiding Superior Plus' marketing organization, Taylor Communications provides solutions in other areas of their business.

Taylor Communications partnered with Superior Plus to produce and fulfill all of their customer statements after the company sought advice on best practices for improvement in time-sensitive production rates. "We needed a supplier that could provide same-day invoicing," said John DeCarr, Superior Plus' Director of IT. "Taylor Communications promised and delivered."

Superior Plus also worked with Taylor Communications to redesign their statements, resulting in a more customer-centric document with a color logo and cross-promotional marketing messages in the layout. Building on that success, Taylor Communications redesigned their mismatched operational forms and became the sole supplier nationwide.

"Moving from a disjointed multi-vendor system to a single supplier and design brought consistency to the whole company," IT Manager Jody Rogers said.

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## SMARTworks® Online Portal

Superior Plus' marketingstorefront enables all employees to customize, order and fulfill all of their marketing materials, identity products, promotional products, operational documents and more from one online portal.

- **Promotional Products:** An extensive promotional products catalog for ordering products on demand without carrying inventory.
- **Direct Mail:** Customize direct marketing pieces, upload mailing lists and approve proofs.
- **Marketing Services Studio:** Our marketing services studio serves as the single point of contact. This team of experts handles project management, supply chain management, coordination of key stakeholders and providers, analytics and insights. Studio services can also provide creative design, copywriting, communications planning, email and web development, analytics and list services.

## Solution Design and Implementation

Using Taylor Communications' SMARTworks® platform, Superior Plus implemented an easy-to-use marketing storefront for all of their employees. Through the site, they can customize, order and fulfill marketing materials, identity products, promotional products, operational documents and more. Taylor Communications' marketing services studio, a consultative team dedicated to the account, provides service to Superior Plus employees and is the single point of contact for creating new marketing materials, campaigns and initiatives. The service studio also works with site users to answer questions and resolve ordering issues throughout the organization.

Additionally, Superior Plus leverages Taylor Communications' full range of supply chain services, including digital and offset print production, warehousing and logistics, and promotional product design and procurement.

## Proven Results

- Superior Plus saw a 90 percent adoption rate among their employees in the first year of the program, with more than 200 users accessing nearly 500 documents and communication collateral stored in the Marketing Storefront.
- Inventory is maintained at optimal levels to achieve performance goals with minimized risk for obsolescence.
- 100% of their total inventory is set up with a pay-as-you-go strategy in place to optimize cash management.
- 99% of total inventory is less than six months old.
- Average cycle time for forms design is 1.1 days, well ahead of the SLA of two days.
- Superior Plus employees gave Taylor Communications a Net Promoter Score of 80.

*"Taylor Communications has been a key strategic partner in enabling Superior Plus Energy Services to deliver communication strategies to transform our business. The depth of service offerings that I am able to get while working with 1 key point of contact has simplified my process while delivering best of class programs. Even more important to me is the incredibly responsive team that supports me at Taylor Communications. They work tirelessly to make sure that all of the marketing programs are delivered on time and meet my expectations. It is that combination of product offering and support that make Taylor Communications such a great fit for my business."*

- Karen Willand,  
Marketing Director