

Project: ***Chameleon (British Airways) – Training Manual Management***

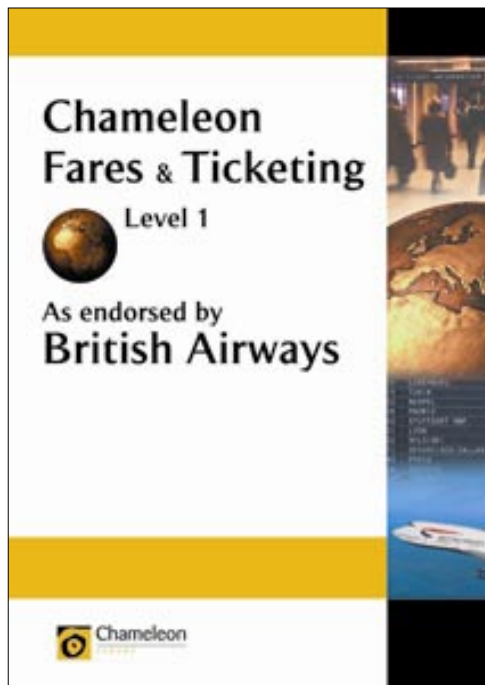
Segment: Publishing/Manuals

Program objectives

- Reduce customer costs.
- Targeting document obsolescence, waste, and administration overheads.
- Improve customer profitability by increasing satisfaction of Target Audience through faster turnarounds, implementing order tracking, and a reduction in errors and complaints.

Significant results reported by user

- Document obsolescence was predicted to improve by 75%; an improvement of over 80% was achieved.
- Head count in customer administration team fell by one through natural attrition while remaining team members had more time available to devote to customer's "client-service" related activities, further enhancing the customer's core business—results that support the prediction that savings equivalent to almost two members of staff could be made.
- Turnarounds improved to the point that orders were shipped within 24 hours, often same day. Orders could be tracked at all stages, and customer's client satisfaction soared while errors and complaints reduced to almost negligible levels.
- The customer was delighted and agreed that the ROI predictions and cost savings of over 40% were met.



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Digital Print Case Study Profiles

Vertical	Business Services
Participants Client	<p>Chameleon Training and Consulting Camberley, Surrey, UK Bruce Applin bruce.applin@chameleontesting.co.uk www.chameleontesting.co.uk</p> <p>Chameleon, previously a British Airways training subsidiary, develops and delivers training material for travel agents, airlines, and colleges. Today, they are an independent operator serving the same market.</p>
Program Target Audience Distribution Date	<p>Travel agents, airlines, and colleges providing travel training</p> <p>One to five daily</p> <p>Ongoing since September 2002</p>

