



CASE STUDY

Richardson Sales Training



QUALITY IMPROVEMENT

INCREASED PRODUCTIVITY

TIME SAVINGS

DOCUMENT BUILDER

ABOUT THE CLIENT



Richardson is an internationally recognized sales training and performance improvement company. They deliver highly customized learning solutions to 65% of the Fortune 500 to enhance the effectiveness of sales organizations.

www.richardson.com

“Richardson offers premium solutions, so our clients have very high standards and expectations for quality. It is crucial that our vendors help us deliver that level of quality to our clients - Mimeo does that.”

- Ray Caffrey, Vice President, Professional Services

CHALLENGE

Ray required a partner that could deliver high quality, professional looking training documents to their global client base. Richardson had the challenge of micromanaging a time intensive internal printing process, as well as an ineffective vendor.

- Time and labor intensive process of on-site document assembly and shipping
- Prior vendor inconsistently meeting deadlines and quality standards
- International needs of last minute, high quality documents

PROBLEM SOLVING

When Ray joined the Professional Services team, a top priority was improving Richardson’s document process. The result? A lasting partnership with Mimeo, immediately increasing employee bandwidth and freeing up Richardson resources. A better document process gave them time to focus more on their clients.

RESULT

- 83% decrease in time to produce and distribute course materials, compared to prior in-house print process
- Ability to deliver training materials to clients next day
- Higher quality end deliverables to their global clients
- Improved visibility into business metrics with robust reporting capabilities

BONUS - INTERNATIONAL SUPPORT

Richardson has delivered programs in over 50 countries and 23 languages.

“With Mimeo, we receive local service support for our global business.” - Ray