

Neil Shaefer,  
Home's Head of PR and Communications, said:

“We are delighted with the way our relationship with Tasker & Stone has grown. They understand our business very well and are able to quickly turn around even the most demanding printing jobs.”



#### The Client

Home is one of the UK's leading providers of affordable housing, care and support. Operating from their Newcastle-based headquarters Home has a turnover in excess of £230m, manages 52,000 homes and provides care and support services to more than 14,000 people across the UK each year.

#### The Background

Following a strategic review Home decided to outsource its print and distribution requirements to a specialist print management company and following a rigorous invitation to tender they appointed Tasker & Stone.

Our brief was to replace the historical practice of spot-purchasing print on an ad-hoc basis (and the impact this has on staff productivity and expenditure) with a consolidated print management solution. There was a clear need to reduce the poor use of non-print background staff across many different internal departments who were duplicating their efforts and chasing a multitude of out-of-house design agencies and print companies. The other consideration was while these personnel were pulling their focus away from the organisation's core business, they were not compensating by being able to build print market intelligence, as next week's print requirement will almost certainly be radically different and could be handled by yet another member of staff.

Tasker & Stone was appointed to provide an outsourced print management solution to suit Home Group's print requirements, deliver financial savings, increase efficiency and improve consistency and quality of service.

#### The Service

Day-to-day Tasker & Stone handles print orders and requests that range from individual business cards, leaflets and brochures to direct mail and statement mailings. We work with more than 500 administrators around the UK by internet, phone, fax and email. Tasker & Stone is custodian of Home's six individual brands and ensure that brand integrity and consistency is maintained throughout. Templates are available online using Tasker & Stone's own template software and each user can generate individual artwork and select photos from an image library as required. There's also a central repository for finished artwork.

Tasker & Stone consolidate Home's print orders, maintain stock of selected items and fulfil request for items on a daily basis. Quality and service is strictly governed by a thorough Service Level Agreement and performance is measured by a series of MI reports and Key Performance Indicators. Regular reviews and monthly management reports assess the data gathered and provide the opportunity to make further improvements and add additional value to the contract.

#### Results & Benefits

- Improve consistency and quality of service
- Reduce costs/financial savings
- Introduce new skills and expertise, previously lacking in-house
- Enable full concentration of own staff on the core business
- Increased efficiency and save time
- Quality print consistently delivered on time, every time and to budget.

