

OzLINK Customer Success Story

Barnhart Press

Making The Right Impression With OzLINK



At a Glance:

Barnhart Press is an Omaha based commercial printing company delivering quality printing services to Nebraska for over 100 years. With the dramatic changes in the printing industry and the internet opening up new global customer opportunities, Barnhart Press needed new tools to improve how they could service their customers.

Industry: Printing

Oz Solutions: OzLINK Plus

Applications: UPS WorldShip®, Excel™

Key Benefits:

- Ability to accurately cost and quote jobs with hundreds of destinations within minutes instead of hours
- Increased customer service by providing simple Excel™ spreadsheets containing all tracking information
- Improved deliveries and eliminated address correction fees through address validation.

The Challenge:

Delivering creative products for their customers has always been a hallmark for Barnhart Press. However, as their brand became better known outside of their traditional markets, the need to incorporate shipping into their customer projects became much more critical. To keep the sales of their books growing and “in the black,” Barnhart required:

- A better way to quote shipping costs as part of a large project
- The ability to ensure that all deliveries are made as expected by the customer
- A tool to identify and help correct invalid address information a customer provided

The Solution:

Barnhart Press selected OzLINK Plus to streamline their quote to delivery process and cut down clerical work while improving customer satisfaction. It provides Barnhart Press with the ability to process the shipping elements of their print jobs straight from Excel™. Using OzLINK Plus, their entire process is dramatically simplified. The results achieved include:

- Instantly seeing the shipping costs resulting in better customer contract negotiations
- Improved visibility of margins to assist in wins while ensuring profitable projects
- The ability to send customers an up-to-date spreadsheet showing the delivery status of a job quickly, ensuring customer satisfaction and timely payment

The tools included in OzLINK Plus for UPS have provided huge payback, justifying their use within weeks of adoption.

“OzLINK is simply a fantastic solution for Barnhart Press. The simplicity of its Excel integration makes it invaluable in servicing our customers”

-George Hruska, Director of Operations, Barnhart Press



OZ DEVELOPMENT, INC.

Phone: 508-366-1969

sales@ozdevelopment.com

www.ozdevelopment.com