

# Morrisons draws on Xerox expertise for some fresh thinking in its customer communications processes



“Xerox understands retail. They understand the importance of delivering quality work in-store and consistently meet our demands”

Richard Lancaster  
Marketing Director, Morrisons

## Background

As one of the UK’s top four grocery retailers, Morrisons provide fresh products at outstanding value to more than 11 million customers a week at its 430 stores.

Marketing is mission-critical for Morrisons to communicate with its shoppers and to drive its unique brand proposition which is value, freshness and service.

Above-the-line TV and press advertising campaigns attract shoppers to Morrisons’ stores and its great offers; in-store promotional materials bring campaigns to life in store, aid shopper navigation and drive sales. It’s critical that the quality of the in-store printed materials are pristine every time and that the brand colours are correct on every item with an identical visual representation.

Retail marketing is a relentless and dynamic activity. Campaigns must be delivered to hundreds of stores on time, every week; many campaigns are forward planned but some are created tactically, with rapid turnaround, to drive advantage or to respond to competitor activity. Concept to in-store execution is regularly measured in hours and days, not weeks.

## The Challenge

A successful campaign demands the co-ordination of multiple teams including Morrisons’ trading and marketing teams together with external creative agencies and printers.

Whilst Morrisons’ campaigns had previously been successful in driving market growth, the process was known to be labour-intensive and provided limited management information to support marketing decisions and aid process improvement. There was a desire to increase agility – to produce work in days as a matter of course – with full budgetary and process control.

The company felt it could progress, as Richard Lancaster, Marketing Director, explains: “We wanted to better connect our campaign supply-chain partners, have real-time visibility of activity to help inform processes and identify ways to cut costs without compromising on our quality and sustainability requirements”.

# Increase agility with full budgetary and process control

## Campaigns delivered within days, on-time and on-budget

### The Solution

Already a partner for document services, Xerox took up the challenge to work with Morrisons to improve the end-to-end print delivery process.

“Xerox understands retail,” says Richard Lancaster. “They understand the importance of delivering quality work in-store and consistently meet our demands”.

Responding to Morrisons' needs, Xerox has deployed an on-site advisory service with a specialist team of print experts and buyers who ensure that all campaigns are specified and produced to deliver the greatest impact, at the lowest possible cost. Using a web-based collaborative workflow tool, all stakeholders now have an insight into the progress, issues and real-time costs of each campaign. The tool delivers management information to a fine level of granularity, enabling bottlenecks or other problems to be identified and addressed; the integrated digital asset management system improves quality control and brand compliance.

Xerox now manages the end-to-end print and fulfilment process for Morrisons covering point-of-sale print, labels, publications and other materials for back-office use. The service includes advice on the best print and retail point-of-sale solutions, print procurement, stock management, colour and quality control, packing and store-specific collation (to enable correct quantities per store and minimise waste).

### The Results

The Xerox service provides an industry leading delivery process with high quality campaigns delivered within days, on-time and on-budget. Management data feeds into overall process improvements and drives greater efficiencies in every area; significant cost savings over four years have been achieved. Waste has been significantly reduced and sustainability goals met with all print utilising fully recyclable materials. Morrisons also enjoys a more transparent view of the entire process including agency activity so that it can further streamline its own processes and extend budget control.

With Xerox managing end-to-end campaign execution, Morrisons can focus on its strategic marketing goals. Richard Lancaster sums up the value of the partnership:

“Morrisons succeeds by exceeding our shoppers' expectations. Customers trust us to deliver consistently high quality at reliably low prices; we trust Xerox to do the same in terms of our marketing print needs. Xerox is an expert partner who we rely on to execute our campaigns, freeing us to focus on our business: bringing fresh food and great service to our customers”.

### Case Study Snapshot

#### The Challenge

- Produce and deliver high-quality marketing campaigns to hundreds of stores within days – as a matter of course
- Improve efficiency and cut costs by improving visibility of the marketing supply chain for Morrisons and its marketing suppliers
- Meet sustainability objectives

#### The Solution

- Onsite advisory service to ensure maximum value
- Web-based collaborative workflow tool to connect all campaign stakeholders
- Detailed management information
- Xerox management of end-to-end print and fulfilment process, including stock management, colour and quality control and store-specific collation

#### The Results

- High-quality campaigns delivered in days within budget
- Process improvements and greater efficiencies
- Significant cost savings over four years
- Improved sustainability with less waste and use of fully recyclable materials
- Ability to focus on strategic activity, leaving execution to Xerox

**About Xerox Services.** Xerox Corporation is a world leader in business process, information technology and document outsourcing services. Our unique combination of industry expertise and global delivery capabilities helps you reduce costs, streamline operational processes and grow revenue while clearing the way for you to focus on what you do best: your real business. **For more information, please contact your Xerox representative or visit us at [xerox.com](http://xerox.com).**

