



## ANY PROBLEM THAT COMES UP FOR BRYANT UNIVERSITY IS SOLVED. PERIOD. Bryant University Case Study

### CHALLENGE

Bryant Business is a quarterly publication of prestigious Bryant University in Rhode Island. The magazine communicates the school's activities and programs and is a vital link with influential alumni. Bryant Business relies on LaVigne's PerformanceFlow™ Management System to print and deliver more than 40,000 issues of the magazine each quarter. And our positive relationship with the client is a direct result of the excellent customer service we provide.

### CASE IN POINT

The mailing list for Bryant Business comes from two independent list management sources. These databases are e-mailed to a mail house that coordinates with LaVigne for the ink-jet printing of the labels. An error in the database once indicated certain magazines were not to be mailed. Instead they were marked "test." When 2,900 "test" copies were left over from the mailing, the marketing staff at Bryant knew they had a problem. But more important, they knew they needed a solution. The magazines needed to be mailed out immediately.

### SOLUTION

The day the error was discovered, Bryant's LaVigne representative was on the road. At other print houses, this can pose a big problem. But not at LaVigne. Thanks to our PerformanceFlow™ Management System, the communication between a representative and his or her associate is totally fluid. And this was no exception. The associate handled the crisis expertly without a single delay. The database error was rectified, and the magazines were relabeled and mailed out within a day. The LaVigne promise of communication, outstanding service and teamwork came through again. What may have been a disastrous omission was smoothly averted.