



## CASE STUDY

# Healthcare

## Streamlining Brand Consistency Across 500+ Healthcare Locations

### Challenge

A widespread home healthcare organization with over 500 franchisees needed to establish a consistent brand. The franchisees struggled to maintain quality materials and branding through various third-party print shops and limited template customizations.

The franchise struggled with:

- An overwhelming number of templates with limited customization options
- Franchise locations were unable to determine best practices for how to use the provided marketing assets
- Franchisees were using out-of-date templates
- The limited ability to edit pre-approved templates hindered marketing materials' content design.

"Templates were limited on what could be customized, and the old platform was clunky. We had issues with our system wanting to use outside print vendors with no brand control," the client said.

### Solution

Xpressdocs had multiple solutions to help make branding consistent, including:

- An easy-to-use branded storefront with customizable brand-approved templates and marketing assets, ensuring brand consistency while providing local customization.
- In-house fulfillment ensures fast production and high, consistent quality across the brand.
- Reduction in errors thanks to consolidated template usage and approval options, increasing ROI potential.

In addition, XD's Upload Your Own function provided further franchisee customization options with the added benefit of the admin approval dashboard to minimize errors and maintain brand consistency while providing franchise locations the ability to create brand-approved localized marketing materials as needed.

[www.xpressdocs.com](http://www.xpressdocs.com)

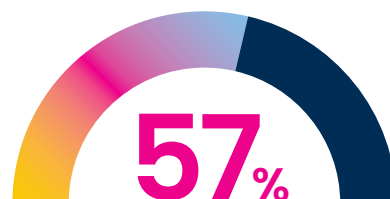


### Results

Partnering with Xpressdocs allowed the company to create a cohesive branding strategy across its widespread system of franchise locations.

The client stated, "The amount of print issues has decreased, and they stick with our branding templates."

One print provider serving all franchises guaranteed consistent results with quality products, all with competitive pricing that fits into the budget.



**of franchisees switched to the XD platform.**



**SCAN HERE**  
to read the full case study!

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