TAYLOR

BLACK IS *RESILIENT*

Taylor's Custom Solution Delivers For Client's Black History Month Celebration

Challenge

Capital One wanted to offer their employees the opportunity to order a commemorative Black History Month T-shirt to wear in February.

The client also expressed concerns that collecting their orders via a typical "book and run" style survey would not work due to their IT restrictions on survey platforms. With timing being a key factor, Taylor Promotional Marketing Group had only one week to collect orders so the shirts would be in-hand on time to celebrate Black History Month.

Solution

Taylor Promotional Marketing offered a quick-turn solution for collecting sizes and shipping addresses. Since our go-to survey solution was not an option, Taylor turned to a small commerce-like site. This option was made possible due to the fact the client already had a commerce-like platform with us. The transition was fast and flawless. It featured a custom banner introducing the reason for the shirt and the single item for ordering.

Results

Capital One leadership appreciated the site and was happy with the timely delivery of the 5,405 shirts that shipped out.

CUSTOM SOLUTION

Taylor worked quickly to prepare a flawless ordering site.
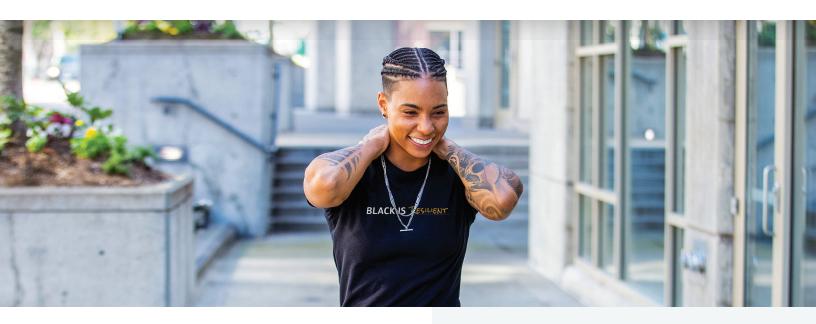
PRE-ORDER INITIATIVE

Collecting orders in bulk quantity drove down product and shipping costs.

CELEBRATING DIVERSITY

The T-shirt brought together people to celebrate diversity and inclusion.

Collection Methods

Both surveys and commerce-like sites can be used to collect bulk order transactions that are held until a defined order processing date. This method has several advantages for our clients.

First, it allows Taylor to get buyer approval, remove duplicate orders and unauthorized transactions before moving ahead with processing the orders.

Second, commerce-like sites allow item data to populate information in separate fields on a spreadsheet. Surveys also have this ability if they are set up with that intent. The advantage of this form of data collection is that Taylor can quickly group order information to be processed in bulk, ultimately reducing costs.

Here's a quick breakdown of perks between surveys and a site:

Surveys

- Easy to set up
- Users receive order verification message
- Prevention methods can be added to verify individuals aren't placing multiple orders to claim free product

Site

- Avoid IT spam issues
- Easy for customer service to pull data
- Appears more custom

Timeline

1 MONTH
- Starting point
- Conversations with client
- Customer collaboration on designs

1 WEEK
- Set up the collection site

1 WEEK
- Site live and open for orders

2 DAYS
- Order processing

2 WEEKS
- Order production

5,405 shirts were shipped out