

A Case Study
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American Oil
Chemists' Society

Case Study: Rebuilding Trust and Delivering Value for the American Oil Chemists' Society

Background

The American Oil Chemists' Society (AOCS) is an association comprised of scientists and other professionals who research, develop and test oils and other lipids. Walsworth previously printed AOCS's publication, until around 10 years ago when their organization decided to change printers.

However, Walsworth Sales Representative Andrew Shackelford was tenacious in his efforts to reclaim AOCS' business. As a "paleo archeologist," Andrew diligently identified the customer's specific needs and consistently ensured he was available for any communication. His persistence paid off over a decade later when AOCS was ready to give Walsworth another shot.

Challenges

Cost: With their printer at the time, magazine production was expensive, and AOCS felt they weren't getting the best value for their investment.

Quality: They desired a high-quality publication but didn't think it was possible to produce a great-looking magazine within their budget.

Digital Capabilities: AOCS needed a printing partner with robust digital solutions, capable of hosting a digital edition of their publication for members to read online.

Solution

After careful consideration, Andrew came up with the perfect solution to meet AOCS' needs. By suggesting that they reduce the page count of their magazine, Walsworth was able to use thicker, higher-quality paper to print a better-looking and feeling magazine while still keeping it within AOCS' budget.

Additionally, Andrew enlisted the help of Darrin Jillson, Walsworth's Technology Manager, to help develop a custom solution for their digital needs. The AOCS had specific requirements for their magazine's digital editions that went beyond what Walsworth typically offers. Darrin's team customized the digital platform to add capabilities like full integration with the AOCS' single sign-on, allowing members to access digital editions only after signing on with their unique credentials. Darrin also developed special search capabilities to instantly search keywords across the entire library of AOCS' digital editions and integrate with the search plugin on their website. Finally, his team created a unique ad space at the top of the screen for advertisers to purchase premium space in AOCS' digital editions.

Results

Thanks to the combined efforts of the company's subject matter experts, Walsworth was able to deliver a product that exceeded what the American Oil Chemists' Society thought possible in terms of quality, while still staying within the association's budget. The resulting magazine is a leap in quality compared to what the AOCS was receiving from their previous printer. Additionally, Walsworth's powerful digital solutions created a convenient and dynamic online viewing experience for AOCS members. Walsworth was able to win their business back, creating a satisfied, loyal customer once again.

Conclusion

The AOCS case study demonstrates the value Walsworth brings to client relationships. We go beyond transactional printing, acting as a strategic partner to understand and address client needs. By showcasing our service, expertise and print quality, we were able to rebuild trust with AOCS and deliver a product that exceeded their expectations.

