



RAND DIVERSIFIED

Quick Facts

Company

Rand provides at-retail solutions for many of the nation's most prestigious brands and retailers.

Industry

Marketing

Location

New Jersey

Challenges

- Make it easier to store, organize, and share content
- Have a better way to manage complex projects
- Give clients a better way to access information they need

Solution

- Integrate the Fippex platform into Rand
- Streamline communications into one central location
- Easier accessibility to critical project information

Results

- A branded and interactive cloud-based platform
- Unlimited capacity for sharing and commenting on projects
- An easier way for clients to work with Rand

Introduction To Rand Diversified

With over 35 years of experience, Rand Diversified is recognized as one of the top providers of in-store marketing solutions working with the nation's largest and most prestigious companies. As a full-service at-retail marketing and contract packaging company, Rand manages thousands of projects a year from inception to installation.

The Challenge

Rand manages projects that are complex, detailed, and contain large amounts of content in the form of documents, images, videos, and other project data. Project lifecycles can span anywhere from 3 months to a year and each of these projects involve multiple parties across multiple locations.

Rand turned to technology to help take the burden off of them and their customers when it came to trying to capture, organize, and manage the constant exchange of information that takes place between their internal team, their customers, and their partners.

Rand's main objective was to be on the cutting edge of customer service and provide an unmatched client experience. In order to achieve this they wanted to create a central web-based platform that gave them a better way to manage projects and their customers an easier way to access the information needed for those projects.

- To centralize and organize all projects into a secure, cloud-based environment that eliminates information silos and bridges communication gaps.
- To create a unified workspace for every project where members can conveniently share information, access content, manage tasks, and collaborate on all project details.
- To capture and record all project details including document tracking and client activity providing valuable analytics to better manage the project lifecycle.

The Results

Rand's customers now have an easier way to access their project information 24/7 so they have what they need, when they need it.

By centralizing and organizing all of their projects in a secure cloud based environment, Rand brought their numerous departments, locations, and partners closer together. Doing this makes it easier to share information, access project details, and ensure the successful completion of the programs they manage.

Trying to manage 1000's of projects is a challenge for any company. Having all of those projects intuitively organized and easily accessible in one central location eliminates frustration, increases productivity, and has a direct impact on customer satisfaction and brand loyalty.



“Our goal is to be on the cutting edge of customer service and provide an unmatched customer experience. Fippex has played an integral role in this effort.”

- Rand Diversified



Content Sharing

It is important to Rand how they share information with their clients. Email based notifications link their customers directly to the information being shared with them so they don't have to work any differently.

Rand's customers don't have to deal with the frustrations that come with emails weighed down by large files and they don't have to waste time digging through old emails or an antiquated FTP site to find what they need. Everything is organized for them in a user-friendly and intuitive way.

Project Collaboration

Rand doesn't believe that managing complex projects should be difficult. To simplify things, they take advantage of Fippex's customizable workspaces that keep both their internal team and their customers informed and organized. Referred to as "project rooms" these widget based workspaces allow Rand and their clients to share calendars, manage tasks, track deadlines and access relevant files for each specific project.

Intuitive and flexible, Rand utilizes these rooms for various clients as they can be easily tailored to the unique needs of individual customers. Advanced permissions allow Rand to provide access to information, specific to each user, within a unified workspace.

Project Reporting

Rand utilizes the customized data fields available within Fippex project rooms which allow them to capture very specific internal project information and client specific identifiers critical to their clients when managing projects.

Utilizing this feature, they are able to quickly and easily pull reports providing them valuable analytics. They also use the activity tracking capabilities of Fippex to keep their projects on track. Rand is able to see that information has been sent to the client, know they have viewed it, confirm tasks have been completed, and verify that follow-up was performed.

Summary

Rand has over 35 years of experience working with the nation's largest and most prestigious companies, developing and managing their retail marketing needs. With Fippex, their custom-branded customer portal has revolutionized the way they connect with their customers making it easier to do business and providing an additional level of customer service that helps to set them apart from their competition.

About Fippex

Fippex is a cloud-based, client enablement and communications platform that allows organizations, across a wide range of industries, to better connect with clients. Fippex gives businesses a unique and easy way to share, store, and organize content so customers have access to what they need, when they need it.



"Fippex has enabled us to bridge communication gaps, eliminate information silos, and provide our clients a better overall experience."

- Rand Diversified

