For those of us that are not fully automated. What is your procedure for communicating pre-press file issues to the customer? Is it the responsibility of the prepress person who is pre-flighting the file to communicate directly with the customer, does the CSR communicate with the customer, or does the Salesperson communicate the issue to the customer? Or someone else all-together like a planner maybe?

Summary: it's usually not the sales person.

CSR

We typically have the prepress person talk with the customer, although the CSR does so too, from time to time.

Prepress communicates to the customer.

We handle this question similar to the listed options:

- Pre-flighting staff work with customer directly on all commercial printing
- Prepress Mgr works with the sales team on individual ads for our publications
- Sales person will only handle limited lower level questions as they are not fully trained in the ever changing workflows and operating systems

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Our best approach is having the CSR receive the preflight information from our prepress staff and forwarding it to the customer. After all, it's the CSR who is responsible (and is trained) to be the customer liaison. They can also massage the preflight wording if necessary based on the situation and customer style. The CSR also needs to know when the files are being altered and when they are returned as to how it affects the schedule. This method keeps the sales reps selling. It also keeps the prepress staff handling files exclusively and not spending time trying to manage customers.

A preflight report is generated and given back to the CSR. In most cases the CSR would call the customer unless specifically instructed by sales otherwise.

Currently we are on the track of going paperless. When we get a job in house we have specific staff (prepress) who deal with the order. They are the ones who contact the customers about questions or concerns on the order. We never go back to our Cs department. We also do not allow anyone but the prepress person to communicate with customer so that information does not get missed. The only time our Sales person will get involved would be if the customer is asking for something above our parameters. We also have divided our prepress staff into specific process teams. So when an order comes in for a specific process we offer, that teams is trained specifically on just that process. It gives the customers better information directly. We have found this works better and more efficient than having everyone trained on all five processes we offer. We deal with about 500 orders per day.

I am not sure how involved your sales staff are with internal work flow or if they are just out selling your products. We find that the leaving the file information and the details of the day in day out questions are better handled internally. We just ask them to focus on selling and showing our products and supply them with just the information they need to make their jobs easier as well.

Either the CSR or salesperson communicates with the customer depending on what is the fastest way to get an answer.

With Kodak Prinergy, Insite, and rules based automation. This process can be (and is) completely automated and TRACKED!
