



U.S. LEGAL SUPPORT, INC. IMPROVES BRAND MANAGEMENT, INCREASES EFFICIENCY, AND CONSOLIDATES MULTIPLE VENDORS WITH VISUALOGISTIX MARKETING ASSET MANAGEMENT SOLUTION

THE CLIENT

U.S. Legal Support, Inc. founded in 1996 is a privately held company with over 60 offices located across the United States. As one of the leading providers of litigation services, they are the only litigation support company that provides, court reporting, record retrieval, eDiscovery and trial services to major corporations and law firms nationwide.

Their management team is truly unique with division presidents who are experts in the litigation services industry. All are involved in the day-to-day processes and have the autonomy to make immediate decisions regarding client questions and concerns. They have the tenure and the proven ability to organize resources, resulting in long-term client relationships.

Their specialists positioned across the country have the ability to provide customers with local expertise, national resources and custom solutions.

THE CHALLENGE

U.S. Legal Support, Inc. knew they had some challenges when it came to maintaining brand integrity through their 60 location network. They chose Visualogistix to serve their expanding printing needs based on a reputation for consistency, dependability, quality and exceptional customer service. Visualogistix was engaged to produce all print items including marketing collateral, calendars, business cards, envelopes, letterhead and much more.

“As U.S. Legal Support is continually growing, the challenges of efficiently managing the distribution of marketing collateral and promotional items nationally was becoming difficult,” stated Melissa Delgadillo, U.S. Legal Support Marketing Specialist. “All marketing materials are a reflection of our brand and it is critical our sales team receives quality materials that are delivered timely.”

THE SOLUTION

To achieve that goal and minimize the growing administrative burden on the U.S. Legal Support marketing department, Visualogistix introduced its marketing asset management solution, the Branded Marketing Portal. This online solution is designed to maintain brand integrity by enforcing defined graphic standards, while streamlining the ordering and delivery process. The Visualogistix Branded Marketing Portal created results by:

- Improving brand management
- Increasing the efficiency of ordering, delivery, and reporting
- Consolidating multiple vendors
- Clearing a large storage area that was able to be turned into three offices

THE RESULTS

Thanks to the Visualogistix solution, U.S. Legal Support can order many of its recurring print products online via its own customized portal, proof the piece immediately, check order status and achieve quicker turnaround times. Because all templates online are pre-approved, the company is assured of a consistent look and feel, and their brand integrity is maintained throughout the country. In addition, the Branded Marketing Portal is integrated to Visualogistix’ fulfillment operation, allowing U.S. Legal Support offices to order direct delivery of pre-printed marketing materials and promotional products stored at the Visualogistix facility.



“[Visualogistix] has been instrumental in producing high quality materials that adhere to the U.S. Legal Support brand. Their exceptional customer service and expertise have enhanced the quality of our print materials. In addition, the development of a print-on-demand and promotional ordering system have streamlined our ordering process, allowing us to receive managed inventory reporting and segmented data.”

- Melissa Delgadillo, U.S. Legal Support Marketing Team

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