



Winning with VIP: The All Star Staffing Story

Kelly Graphics is a small printer making a big impact on the world of personalization! The success of their customer, All Star Staffing, is a testimony to their ability to create variable data printing solutions that get results.

All Star Staffing, a privately owned temporary employment agency based in San Diego, California, has been a client of Kelly Graphics for over three years. The company hires and out-sources nurses to California hospitals, and was faced with an ongoing challenge to find qualified nurses. In addition to using traditional media, including magazine and newspaper advertising, the company regularly attended professional trade shows to recruit nurses. All Star used this strategy for ten years. While this approach made them successful, the company knew that their time and money could be better spent placing staff, instead of searching for prospects. All Star was in need of a marketing strategy to attract candidates that would yield successful results consistently over time.

Enter Kelly Graphics owner Michael Kazakevitch. In 1998, Michael had just begun investigating variable data printing solutions, and shared with All Star Staffing his findings about the potential benefits. All Star decided to give this new medium a try, and the results were staggering. For three weeks the phone lines were lit up in each of All Stars four regional offices. Just one campaign to 50,000 recipients generated results that were equivalent to the previous ten years of traditional advertising combined.

To achieve these dramatic results, Kelly Graphics had purchased a list of names and home addresses of registered nurses in the State of California. Using PrintShop Mail, Kelly Graphics produced 50,000 full color, 4.25" x 5.5" personalized post cards. The front of the card was personalized with the nurse's name and a message, as well as images of the day in the life of a nurse working in a hospital. The back of the card delivered a six line, personalized job offer.

Given the powerful results including an impressive increase in revenue, All Star has decided to continue to send 5,000 post cards per week, and have been doing so for over a year. No longer does All Star spend quality time finding candidates --and considering today's understaffed California hospitals-- this is no small feat.

Today, All Star spends their time placing the unlimited supply of candidates that they are able to attract through personalized print campaigns.

With successes that this small printer sees with its current customer base, Kazakevitch doesn't expect Kelly Graphics to be a small printer for long. "Our company has grown by more than 25% per year over the past three years because of variable data."

"We use PrintShop Mail exclusively for our variable data printing needs. The ease of use made it a perfect tool to get started in variable data printing. It proved powerful and flexible enough to allow us to grow into more complex jobs. Once our customers try a personalized campaign, 80% of them will continue to invest in an on-going 1-to-1 program because they see measurable results," explains Kazakevitch. "Some of our customers now spend on a monthly basis, what they used to spend in other traditional media for the entire year. PrintShop Mail has enabled us to grow our services to meet our customers needs. We are always confident that we can get the job done using PrintShop Mail."

Variable data printing is fast turning out to be the main advantage of digital printing. Why? Because you are able to deliver a much more personal and targeted message. Personalized printing is a powerful way of improving your communication to customers. Most of all, it shows that you pay special attention to each individual customer. That is true personal communication. Do you know a better way to communicate through printing?

NOTE: This business scenario has created yet another opportunity for Kelly Graphics to work with All Star Staffing. They are currently working on a campaign for All Star Staffing to target the decision makers within the hospitals. See future VIP Journals for a follow up story on the continued success of Kelly Graphics and All Star Staffing! That's the power of variable data printing!

