

# PlanetPress®

OL™ Software

**SOLUTION IN ACTION**  
**PLANETPRESS FOR SMBs:**  
**MORE EFFICIENCY, MORE TIME TO DO WHAT'S IMPORTANT**

- BETTER CUSTOMER SERVICE
- REDUCED RISK OF ERROR
- NO TECHNICAL KNOWLEDGE NEEDED
- IMPROVED CASH FLOW

# LDL

## LDL, a good example of a small and growing enterprise

A lot of small and medium businesses are often confronted by the same problem when it comes to reducing operational inefficiencies: too small for major investments to automatically solve their issues; and too big to allow themselves to handle case by case resolutions. They usually have to resort to creativity to find solutions that are optimal.

PlanetPress has been created with this in mind: bring simple and efficient solutions to counter corporate inefficiencies, without creating major operational changes or incurring large consultation fees.

### About LDL

LDL is a small Quebec family enterprise providing language courses to corporations in Canada. The company was founded and led by Lizza Friolet and is growing rapidly.

[www.groupeldl.com](http://www.groupeldl.com)

## Challenges faced by the company

Change and expanded operations led to growth for Lizza and her team. They had to adapt in order to optimise the processes essential to their business. Two departments were particularly impacted by a lack of efficiency due to the excessive volume of paper to handle: Accounting and Operations.

### On the Operations side

All the processes were done manually:

- sending emails confirming registration, location, day, and time of the courses;
- reminder and follow-up emails sent to the teachers;
- evaluation emails.

This represented a lot of emails sent manually and a lot of possibilities of error, namely while copying and pasting. Furthermore, depending on who was sending the emails, the information ended up being in different locations which created confusion.

### On the Accounting side

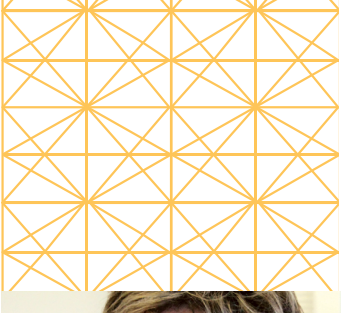
Around 540 monthly attendance records have to be processed. These are managed by the teachers and then physically brought back to headquarters or sent by fax. They were then handled manually:

- sorted by company and alphabetically;
- an extra staff person was required 3 days a month to take care of the sorting..

The process was a source of human errors and loss documents which resulted in:

- delay in billing;
- delay in collection;
- cumbersome follow-up procedures.

A total of 5 people were involved in the billing process which was done around the 15 of each month, the time required to process each file.



« We are not managing urgencies anymore, but ideas. Our minds have been opened to numerous possibilities. »

Lizza Friolet  
CEO, LDL



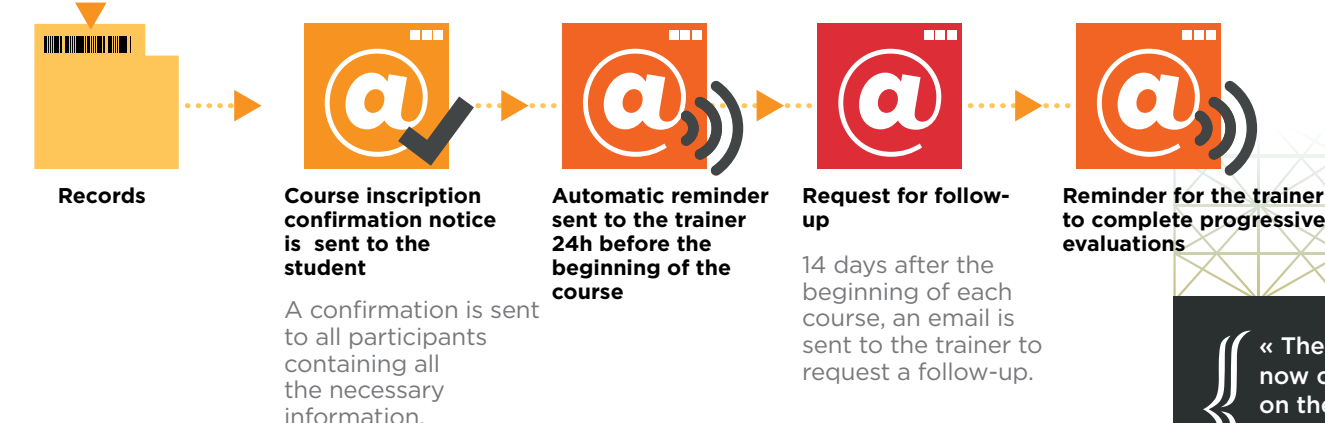
## The implementation of PlanetPress

When LDL discovered PlanetPress, they quickly realised the impact that this implementation could have on their organisation, namely for their Operations and Accounting divisions. The idea was to automate the most time consuming and error prone processes, and to enhance internal mechanisms as well as client services.

### On the Operations side : automate everything

The emails are automatically generated with all the necessary information. Everything is done in one click, without any copying and pasting errors while having insured the consistency of communications. Furthermore, thanks to enhanced follow-ups, the customer service have been greatly improved.

#### Printing records with barcodes pertaining to a file number



*Their favorite aspect of PlanetPress? Efficiency: things get done!*



« In the end, we spent a lot of time managing paper and human errors »

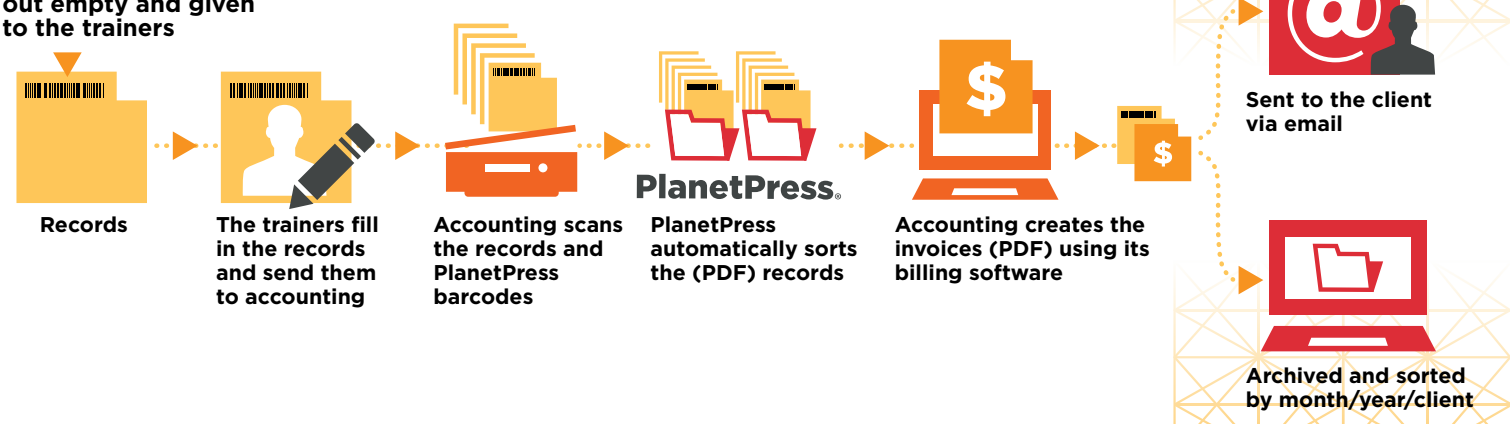
Lizza Friolet  
PDG, LDL



### Now, on the Accounting side

The invoicing, now processed by 2 persons, is done every 5th of the month, and not on the 15, therefore, improving cash flow. Files are automatically sorted and archived and an index file is automatically created to facilitate information requests if necessary. PlanetPress has also allowed for a 70% reduction of paper.

#### The records with a barcode are printed out empty and given to the trainers



## Looking ahead

When she saw the possibilities offered by PlanetPress, Lizza and her team realised that other manual processes in place could also be automated. An example would be automatically sending video clips to students with personalised links dependent on their current level.

## The Benefits

- Improved customer service, personalised follow-ups, more staff training, consistent communications
- Reduced risk of error
- Favorite: efficiency, things get done
- improved cash flow
- No technical knowledge required or IT team needed, Objectif Lune takes care of everything (implementation, maintenance)
- The advice of the sales force, who brought solutions to every problem



« Everybody wins: our daily activities are getting more efficient and our clients can benefit from improved follow-up. »

Guillaume Lagacé  
Director of Sales and Operations, LDL



### About... PlanetPress®

PlanetPress is a flexible solution that relies on corporate data to automate document-related processes and optimise communications with clients. Our solution is adaptable and compatible with any database, ERP/CRM or equivalent systems, for total control of your IT infrastructure. PlanetPress handles the automation of processes such as the creation, distribution and archiving of transactional documents.

[planetpress.objectiflune.com](http://planetpress.objectiflune.com)