



Signature
An Omnicom Company

Case Study: Signature Graphic's Turnkey Inventory Program for ServiceMaster Brands

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Signature Graphics has built a strong reputation as a leader in custom manufacturing and inventory management.

One of their most valued partnerships has been with ServiceMaster Brands, a national company providing critical services through a vast network of franchisees, corporate-owned entities, dealers, and upfitters.

For over 26 years, Signature Graphics has worked closely with ServiceMaster to deliver tailored, turnkey solutions, including a comprehensive inventory program and custom manufacturing services.

This case study explores how Signature Graphics' inventory and custom branding solutions have successfully addressed the evolving needs of ServiceMaster, ensuring brand consistency and operational efficiency across their fleet of vehicles and other brand touchpoints.



Background on ServiceMaster Brands and Signature Graphics

ServiceMaster Brands is known for its essential services, which are offered through a network of franchises and corporate-owned entities across the U.S. and beyond. Given the size of their network, maintaining a consistent brand identity across all locations is crucial for their business.

Signature Graphics has been the key partner in managing ServiceMaster’s branding needs, providing both a stock inventory program and custom manufacturing solutions to ensure that brand materials such as vehicle graphics, signage, and promotional assets are easily accessible. The long-standing partnership has enabled ServiceMaster to streamline operations, providing franchisees and corporate entities with fast, reliable access to branded materials.



Challenges Faced by ServiceMaster

Before partnering with Signature Graphics, ServiceMaster faced a range of challenges, including:

- Ensuring a consistent brand identity across all franchise locations, corporate offices, and service vehicles.
- Managing both stock inventory for common branding materials and custom manufacturing for unique needs.
- Handling a growing number of vehicle installations while maintaining efficient, timely turnarounds on orders.

Given their large franchise network, ServiceMaster required a highly scalable, flexible solution that could accommodate the unique needs of various stakeholders, from small franchise owners to larger corporate-owned entities.



Signature Graphic's Solution: Comprehensive Inventory Program

To meet these challenges, Signature Graphics implemented a comprehensive inventory program that offered both stocked items and custom manufacturing.

This program allowed ServiceMaster to maintain its corporate-approved branding standards across various locations.

Key features of Signature's solution include:

- A custom manufacturing program for non-stock, corporate-approved branding materials.
- Multiple ordering methods, such as an eCommerce platform, dedicated email channels, and direct order forms. Franchisees, corporate entities, and dealers can order through whichever method best suits their needs.
- Installation services to complete the turnkey offerings, ensuring that ServiceMaster's vehicles are branded quickly and consistently.

By offering a diverse set of solutions, Signature Graphics enabled ServiceMaster to address the unique needs of its franchisees and corporate entities.



Program Success Factors

Several factors contributed to the success of Signature Graphic's inventory program for ServiceMaster Brands.

Flexible ordering options: Franchisees, corporate-owned entities, dealers, and upfitters could place orders through a variety of channels, including online platforms, email, and direct communication with customer service coordinators.

Dedicated customer service: A team of 3-5 dedicated staff members at Signature Graphics ensured quick response times for orders and inquiries. This personal level of service proved to be a critical element in the program's success.

Custom and stock solutions: Signature Graphics' ability to integrate custom manufacturing with stock program options allowed ServiceMaster to address the unique needs of each franchisee, from small-scale orders to large vehicle branding projects.

Scale of the Program: Fleet Touchpoints

Signature Graphics plays a pivotal role in maintaining the branding consistency of ServiceMaster's large fleet of vehicles.

Each year, Signature ships graphics for between 500 to 1,000 vehicles. This volume speaks to the program's scalability and its ability to accommodate the growing needs of the ServiceMaster brand as it expands.

With a nationwide fleet and the continued growth of the franchise network, Signature Graphics has proven capable of managing both high-demand periods and the steady stream of requests that come in year-round.



Customer Service Commitment

One of the standout features of Signature Graphic's program for ServiceMaster Brands is its strong customer service commitment.

With a dedicated team of 3-5 Signature employees focused solely on managing ServiceMaster's account, they are able to provide rapid responses to inquiries and ensure that orders are processed efficiently.

As a key member of the Signature Graphics team commented, "We are unique in our commitment to improving ordering processes, and having a dedicated customer service support staff of 3-5 for rapid attention to ServiceMaster franchisees, corporate entities, dealers, and upfitters positions us as a leader in our industry. We also dedicate time and effort to efficiencies within the graphics program and industry-leading graphic performance and warranties."

This hands-on approach has earned the trust and satisfaction of ServiceMaster's diverse network, from franchisees to corporate managers.



The Results: Measurable Impact on ServiceMaster's Brand Consistency

The impact of Signature Graphic's inventory program on ServiceMaster Brands has been significant.

The program has helped maintain a consistent brand identity across hundreds of franchise locations and corporate-owned entities, ensuring that vehicles and signage are all in line with the brand's standards.

The ability to provide timely delivery and rapid response to orders has also helped increase satisfaction among ServiceMaster franchisees and corporate partners, solidifying Signature Graphics as a trusted partner.



Future Outlook

As ServiceMaster continues to expand, Signature Graphics is well-positioned to support their growth.

The inventory program is designed to be flexible, allowing it to adapt to the brand's evolving needs.

Looking forward, Signature Graphics plans to further streamline the ordering process and continue enhancing its customer service capabilities, ensuring that new franchisees can seamlessly adopt the inventory and branding program as they join the ServiceMaster family.



Lessons Learned and Best Practices

Signature Graphics' long-standing partnership with ServiceMaster Brands has revealed several best practices for managing large-scale inventory programs

Flexibility is key: Offering multiple ordering channels and a mix of stock and custom options allows the program to adapt to the varied needs of franchisees and corporate entities.



Dedicated customer service ensures rapid response times and customer satisfaction.



Continuous improvement in processes and materials is essential to staying ahead in a competitive industry.



Customer Service Commitment

The 26-year partnership between Signature Graphics and ServiceMaster Brands exemplifies the power of a well-executed inventory program.

By offering a mix of stock inventory and custom manufacturing, and backing it with top-tier customer service, Signature Graphics has helped ServiceMaster maintain a consistent brand identity across its franchise network.

As ServiceMaster continues to grow, Signature Graphics remains committed to improving its solutions, maintaining its position as a leader in the branding and inventory management industry.

