



Lois Ritarossi

High Rock
Strategies 



AC Chrisman



Mastering Mail Operations Track Workshop Period 9

Chaos to Control: Automated Workflows

May 5th 1:30 PM – Room 224 B

What does success look like?

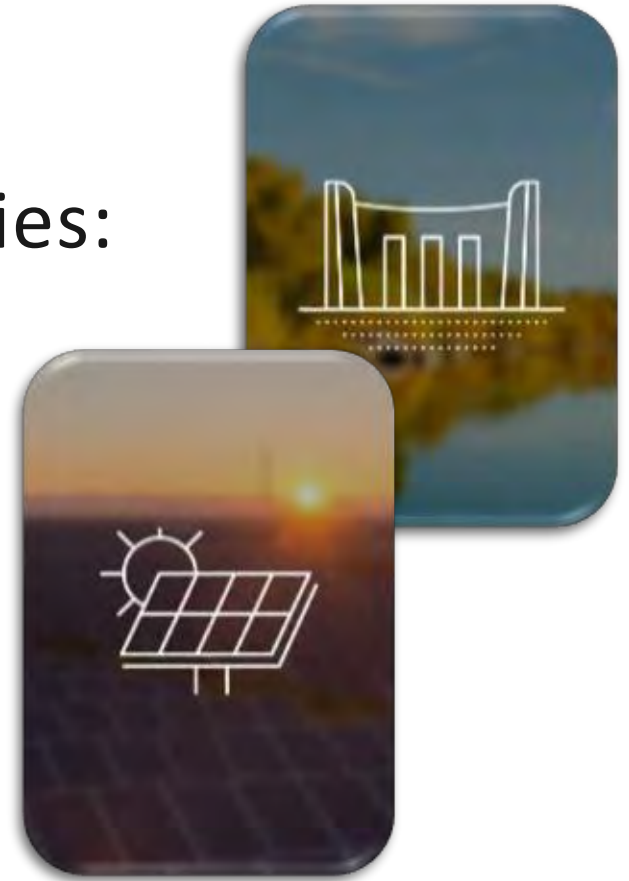
- Transformation
- A new future state
- Automation
- Predictability
- Enhanced value





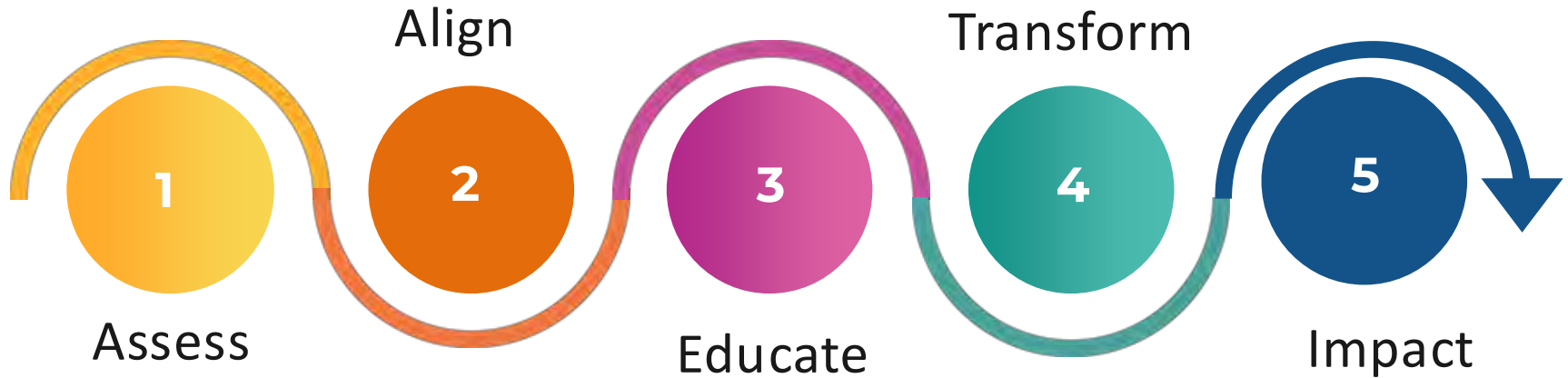
Arizona Power and Water Utilities: In-plant Operation

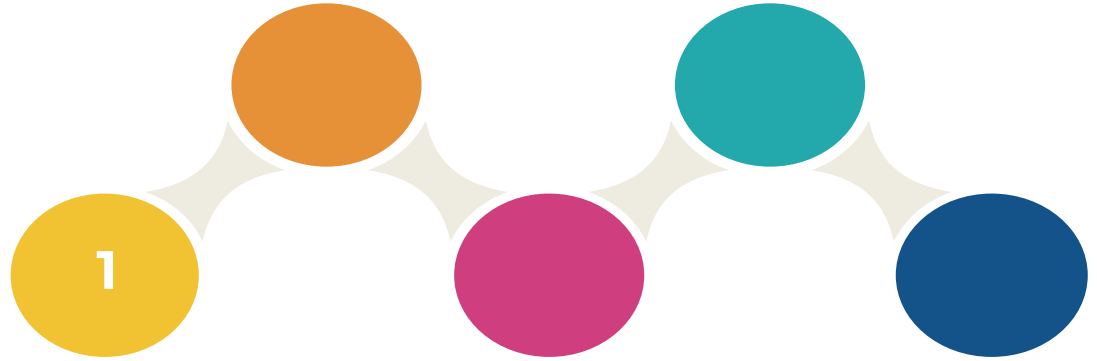
- Not-for-profit organization
- 1 million customers in central Arizona
- Community partnerships



A New Future

Operational Transformation
Organizational Alignment

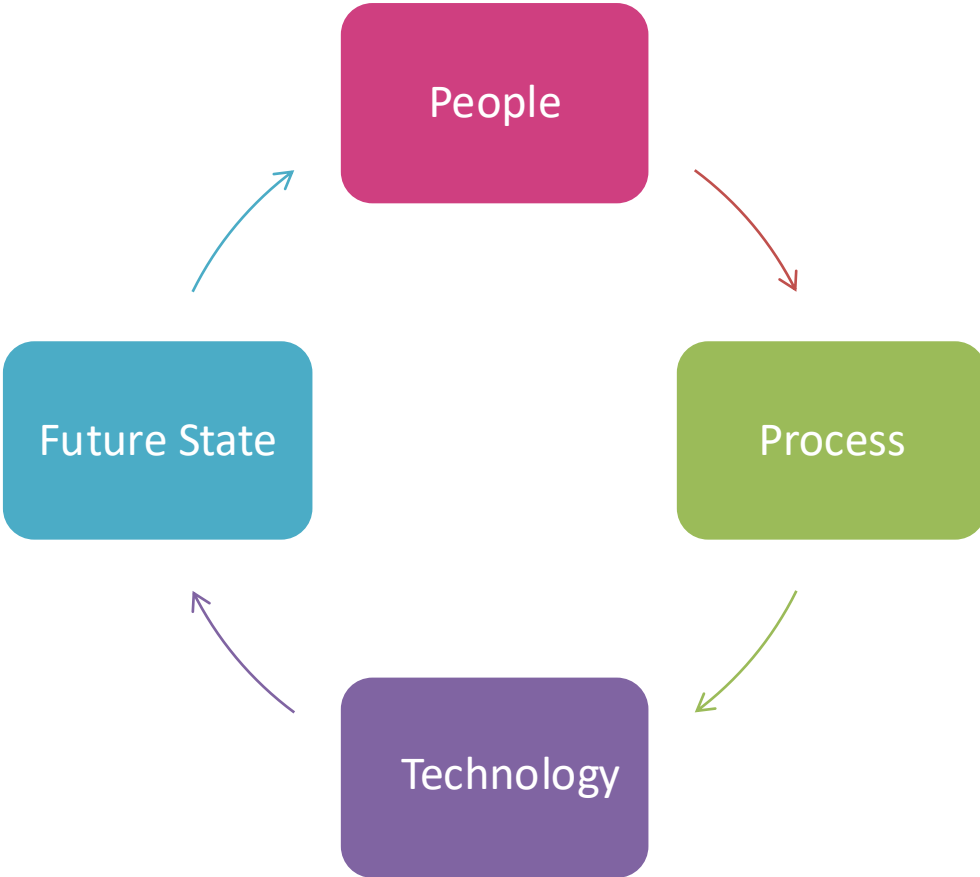




Assessment

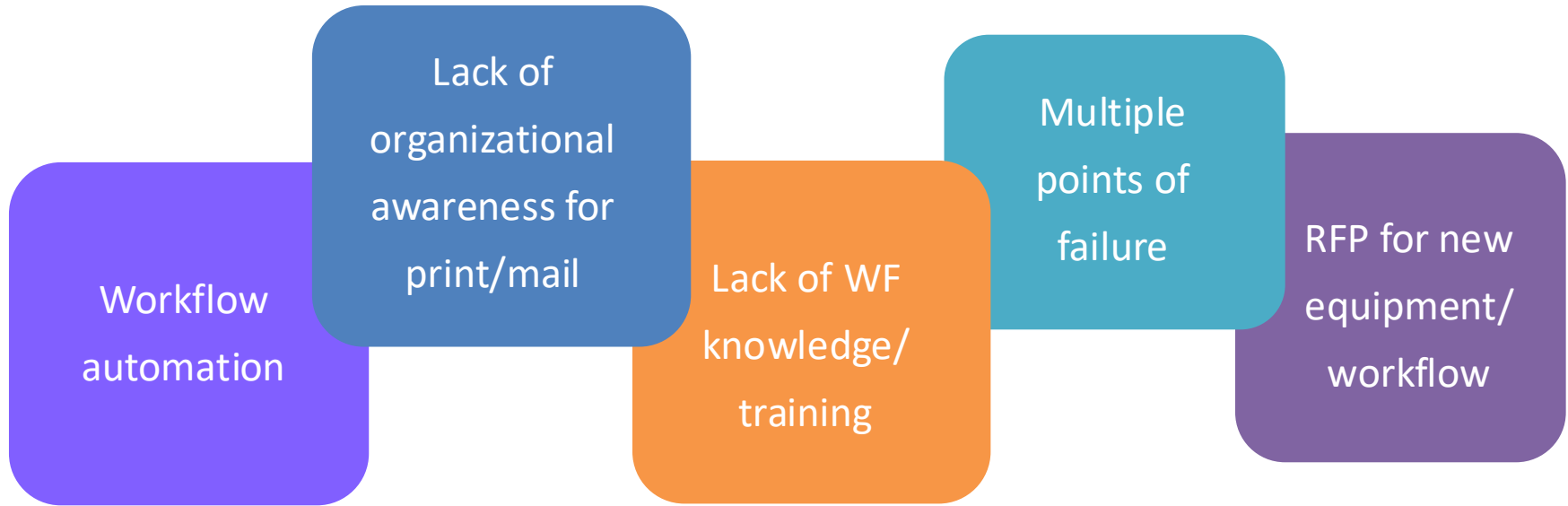


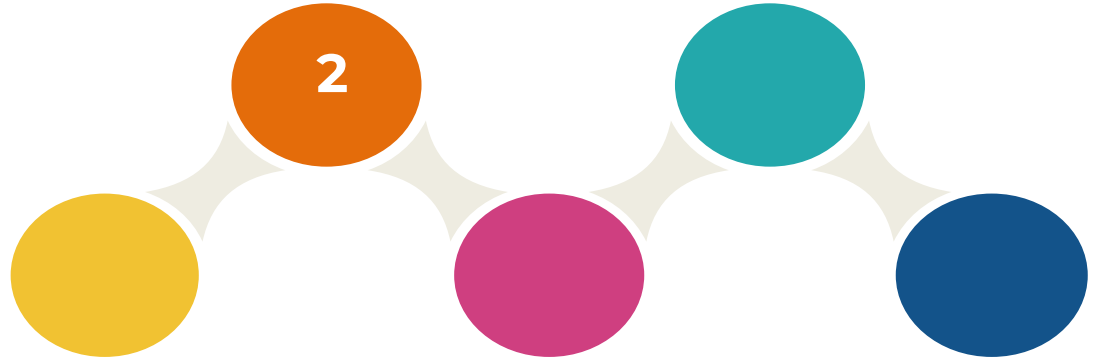
Operational Assessment



Assessment Findings

Changes needed





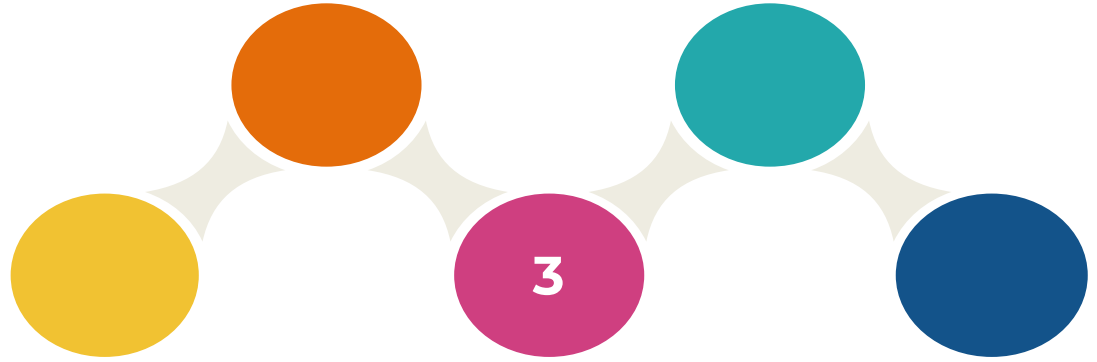
Alignment





Future State Alignment

Workflow Integration	Right-Size Capabilities	Combine Print and Mail Operations
Leverage	Eliminate Offset	Efficiency
Invest	Reduce Wide Format	Cross Training
Automate		Career Growth



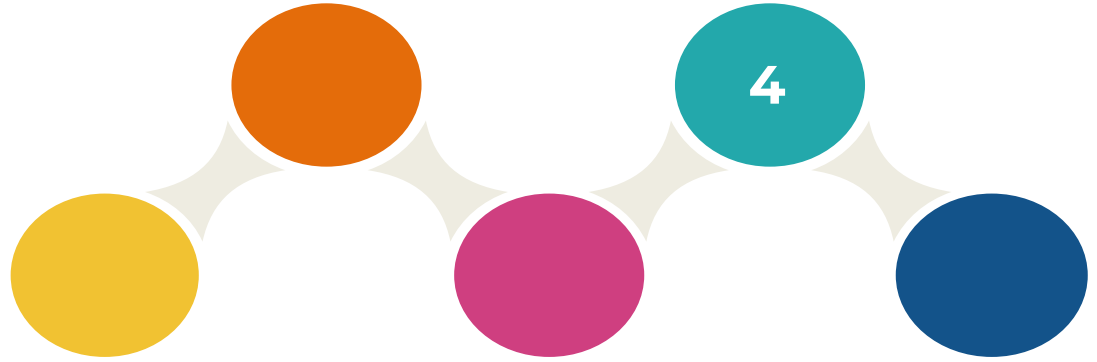
Educate



Learning Matters

- Industry conferences
- Senior leaders attended shows
- Learned about new solutions
- Joined IPMA
- Goal improve UX and operation

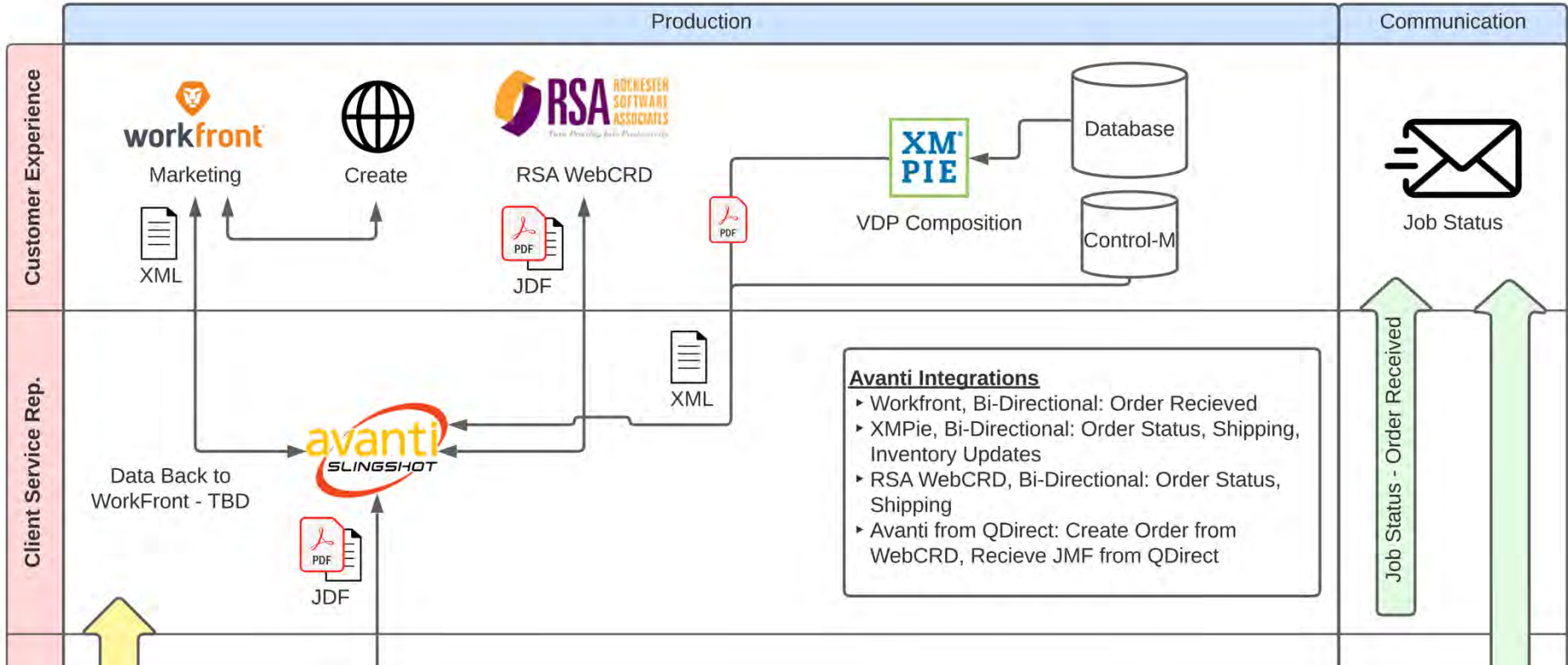




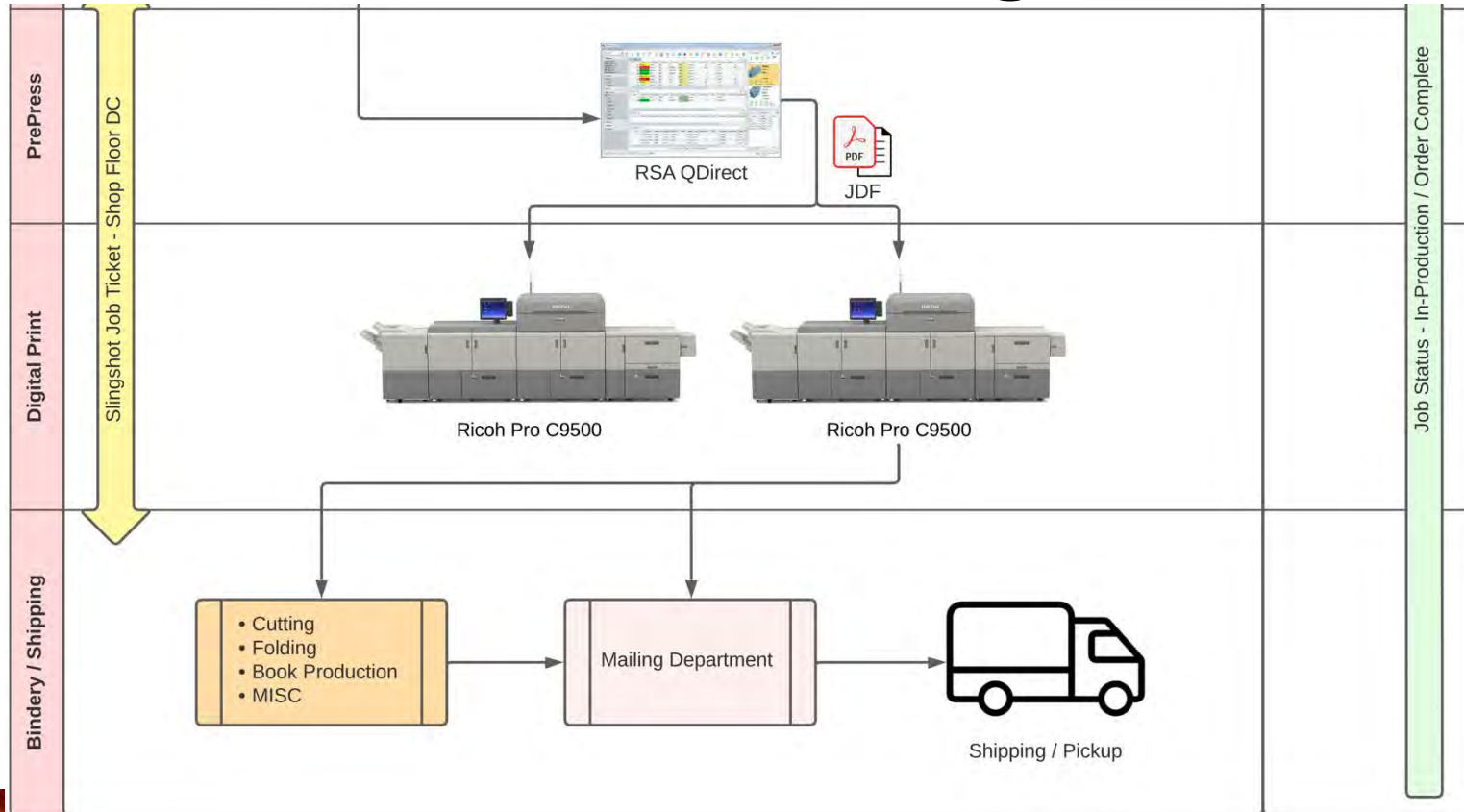
Transform



Workflow Job Submission



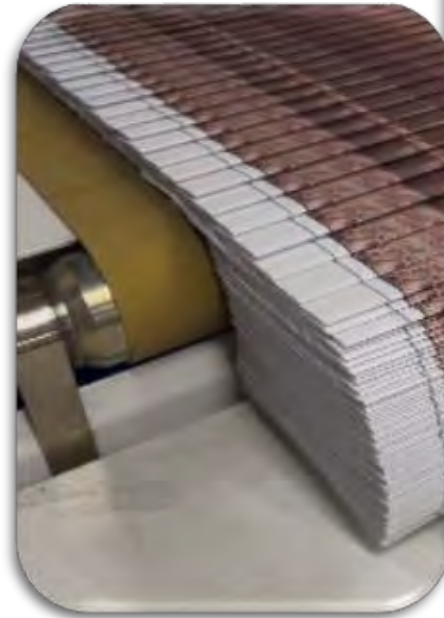
Workflow Job Processing



Replaced
1 offset
and
3 digital

Workflow Matters

- Multiple points of integration
- Automate job ticketing, submission
- Reconfigure existing tools
- Change mindset
- Increased visibility



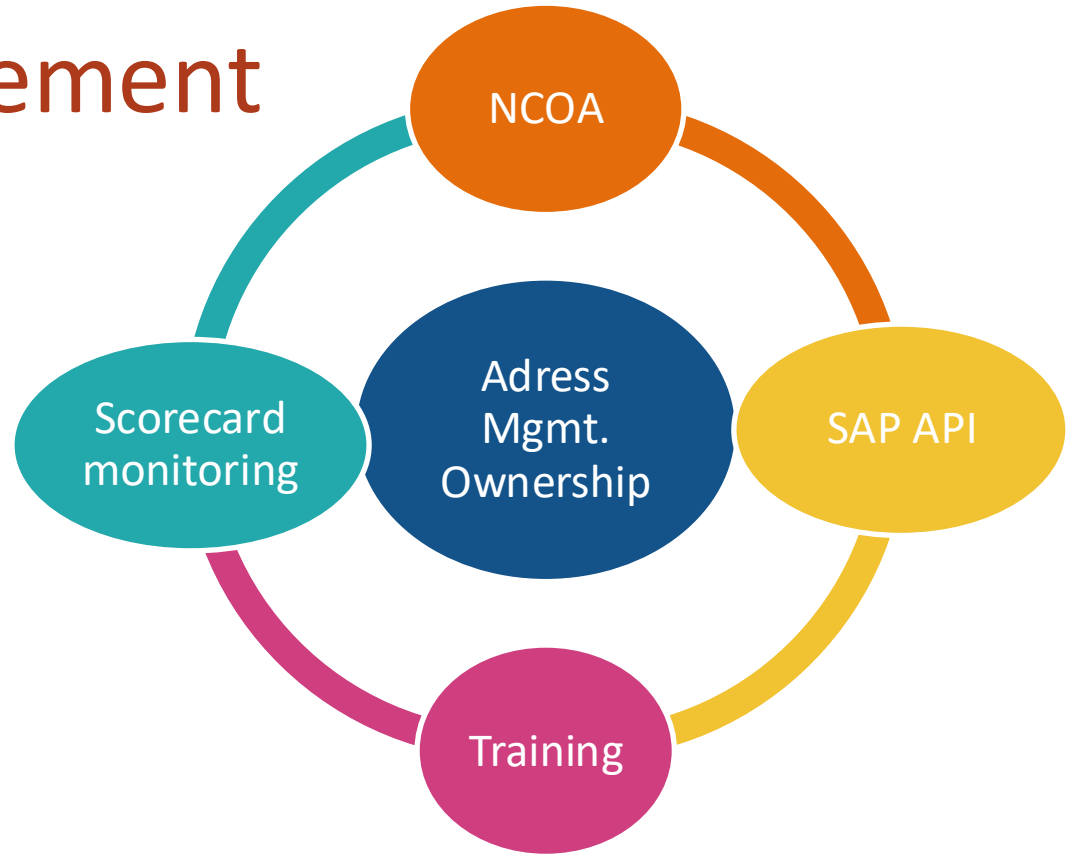
Solution Benefits

- Eliminate manual steps
- Improve UX
- Job status reporting
- Accurate costing
- Scalability/training



Address Management

- Billing systems
- Marketing platforms
- Finance - rebate checks
- Construction
- Meter Operations Center
- 3rd party billing vendor



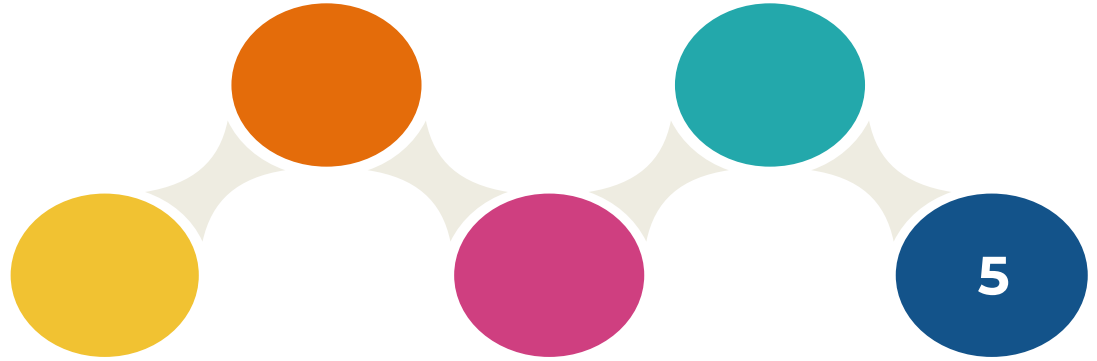
Customer Communications Employee Engagement



Application Transformation

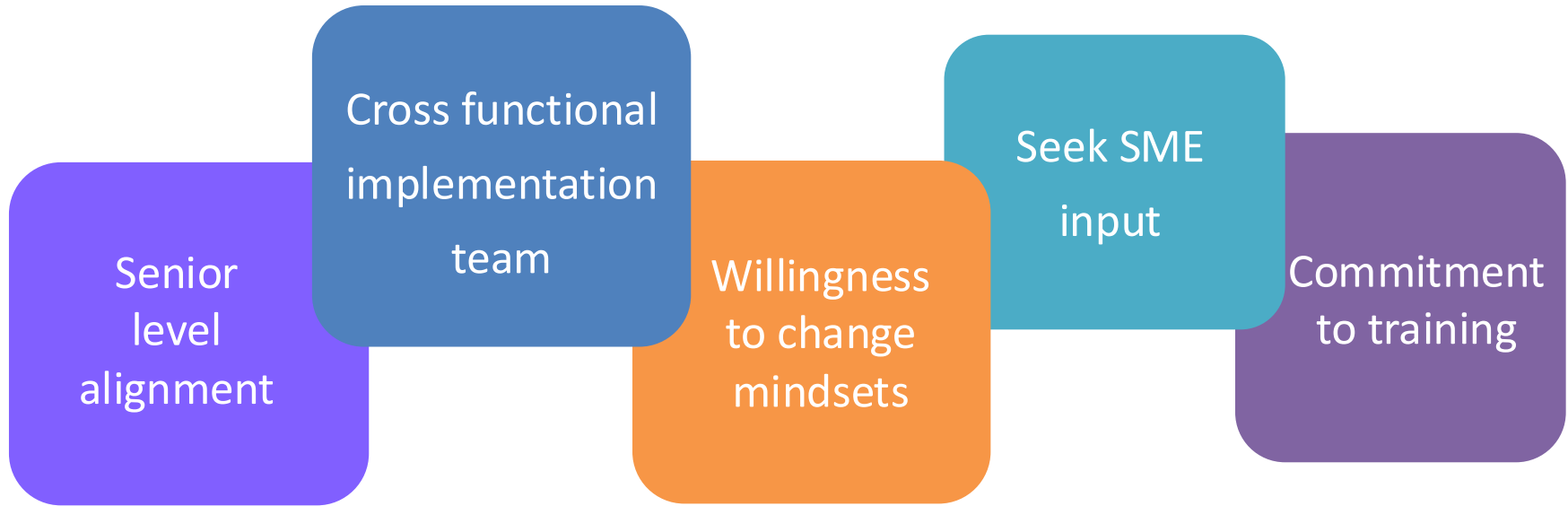
- Asset to the organization
- Team engagement
- Partnership for long term success
- Alignment with larger organizational goals



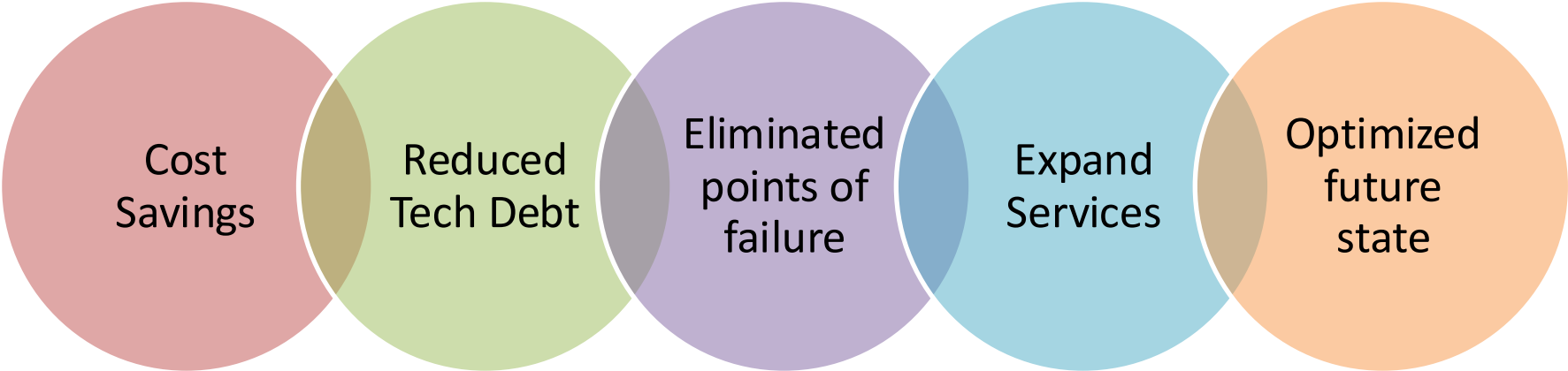


Impact

Critical Success Factors



Organizational Impact



Chaos to Control: Automated Workflows



Lois Ritarossi



AC Chrisman

Lritarossi@highrockstrategies.com

AC.Chrisman@srpnet.com

Add QR code to
download presentation



Key Takeaways

Chaos to Control: Automated Workflow

How Workflow Automation and Digital Transformation Drive Results

- Senior leader alignment
- Cross functional team
- Willingness to change
- Commitment to education and training
- Partnership for long term success
- Alignment with larger organizational goals