



Value Add Services: The Extras You Get From OMG

by Britt Maher, OMG Cincinnati Regional Manager

Every business wants to “save money” and OMG understands and expects to achieve that for our clients as a part of our daily business methodology, however, there are a lot of “soft dollar” savings in Value Added Services that businesses typically don’t get. At OMG we understand the importance of savings in every area, whether it is for increased efficiencies for your day to day operations, fewer FTE’s or a few of the areas outlined below. This list is just a sampling of some of the Value Added Services you get from OMG managing your non-core business areas.

1) **Monitoring Industry Trends**

OMG is in multiple verticals, which provides us with a unique ability to stay on top of industry trends, not just for our industry of contracted services, but also for our client’s industries. We pride ourselves on being a precision company, one of action instead of reaction. To do so requires OMG to stay on the forefront of industry trends, including testing the product or method or practice before putting it into action.

2) **New Technology**

OMG is constantly watching for new technology through various avenues. We stay abreast of what is going on with our clients, monitoring how technology changes will affect their daily business. We also visit various trade shows to see what new technology is coming available for both our clients and for the contract service industry, including printing and mail. As a company, we perform R&D for the various industries to ensure we understand and are prepared for what is coming and what is taking place. When new technology comes available, we measure it against several dynamics to see how compatible it is for our client, for our company and for our goals (mutual and independent).

3) **The Analytical Side**

Based on our standards of “if it moves, we measure it”, we collect and provide data to perform thorough analyses. These analyses aid us to fine tune our processes and procedures to be more efficient, and to provide savings to our clients.

4) **Scope of Work**

We pride ourselves on the fact that we do more than the average contract services company, we go the 2nd mile for our clients, assisting from inception through follow up.

5) **Win-Win Scenarios**

We are proud of our management and staff, who strive hard to achieve success at every level of operations. That success comes in the form of making sure the services we produce are right the first time; down to making sure that every piece of mail, courier delivery, and print/copy job gets to its intended recipient with a sense of urgency. This creates an environment that is a win-win scenario for everyone involved – that is what we strive to achieve for ourselves and our clients.

To learn more about these and other OMG Value Added Services, please call 513-429-9526 or e-mail info@omgservices.com.