

How PPS Print is helping their customers and employees keep safe and return back to the workplace

The logo for PPS Print, featuring the text 'PPS|Print' in a bold, blue, sans-serif font. The 'P' and 'S' are separated by a vertical bar. A registered trademark symbol (®) is located at the top right of the word 'Print'. The logo is set against a background of abstract, flowing lines in shades of blue and purple.

About PPS

PPS have been a family run company focused around the area of Peterborough for the past 45 years whose business is split into three distinct categories:

- PPS Print provides lithographic, digital, artwork and large format printing for both businesses and the general population. As well as the printing aspect they also deliver the product to you or the customer for free
- PPS 360 produce pure marketing, branding, advertising, promotional material and graphic design from their specialist marketing and design team
- PPS Promotions offer a large range of corporate and promotional gifts

Solution: Track and Trace

Technologies:

Email Automation
QR Code Generation
Form Builder
Dynamic Reporting

PPS & COVID-19

Due to the lockdown that was imposed shortly after the coronavirus hit the UK, most businesses were forced out of their office space and into the employee's homes where the only form of communication was through online resources such as Skype and Zoom.

PPS, like many other companies have faced significant challenges during the pandemic. Managing Director, Marcus Brailsford, has the responsibility of health and safety for both employees and customers, had the idea of using email automation to send out advice to employees and customers prior to attending onsite such as engineers to wear rubber gloves when on site and QR code automation to link virtual to physical in effort to track the people who come and go from the business.

Customers are able to place orders online and so as a result, are able to pick up their order from the business. Due to printing being a more personal business, customers need to be able to see the product before collecting it to make sure that it is what they had ordered.

The ability to measure the footfall in and out of the business is essential due to the dynamic nature of COVID-19. Any deployed solution must be able to support reporting such as track and trace.

How has the software helped you?

Allowing customers, engineers and employees to be pre-briefed on the information and procedures prior to arriving at the location as well as having the ability to check in via a QR solved the challenges faced by PPS Print. The data is all stored within the UK alongside GDPR guidelines which at a future point in time can be expired or deleted. Should a Covid-19 situation arise, Marcus would be able to easily distinguish what employees or customers were in the vicinity at the time and react accordingly.

"With QR codes, you are not stood there waiting in a queue to access a visitor registration device or physical book. Rather, you are able to quickly scan the QR code on your own device so as to not make contact with the same piece of equipment that someone else has touched, avoiding contact transfer."

After scanning the QR code at the entrance to the building with their mobile device through the camera app, the individual will be prompted to fill out a form and input their name, E-mail address and Telephone number. The system automatically records the time and date of entrance and exit. As a result of this, should an issue arise the individual will be alerted through a message. This allows for both the employees and visitors to be kept as safe and informed as possible.

"For us, engineers are our biggest risk. Because of the engineer's job, they are required to travel from business to business to fix problems and so if someone comes in, everyone needs to stay out the way until it has been disinfected. This is difficult to stop due to them having to touch your equipment however at least you are minimising person to person contact."

How does it help the public as a whole?

This type of response could be used elsewhere in places that may not already have a measuring or tracking device. Different locations having different QR codes would be needed as a way of telling who went where within a company and who they may have come into contact with.

"Many businesses have very transient footfall, for instance retail or pubs and bars, we all have the responsibility to record our visitors more accurately. With arkflux this functionality is already included within the product."

Coworking spaces or offices with multiple tenants would be a focus point for this sort of product due to their lack of systems to detect and measure people who are entering and exiting the business.

Compounded by the challenge associated to multiple floors and entrances means that lots of people are in the building at one time and so you could check who was in contact with who with a system like this.

"In a business you should register anyone who comes through your front door anyway, but the chances of people doing that now are increased and minimise risks associated to contact transfer."

For more information please visit:
<https://www.arkflux.com/track-and-trace>