

## Content Consistency Key Success Factor for Keefe Group

### The Challenge

During her tenure at Keefe Group, Holly Karleskint has experienced increasing demand by the organization for fast and easy access to a library of consistent content readily available for use in response to an increasing number of RFP responses. Holly was instrumental in bringing Expedience Software into Keefe Group back in 2015. At that time, there was no proposal team within the organization, and the software supported just two users. Fast forward to today, and Holly has transitioned from her former position as Proposal Development Manager to her newly promoted position of Director of Proposal Development. Nationwide 12 individuals help with bids. With many new contributors in the mix, it became essential to make a case for consistent content across the organization. "Consistency matters," says Karleskint. "Consistent general company information and IT responses are essential to ensure that our brand will be successful."

### The Solution

'When it came to selecting proposal software, with the goal of content consistency in mind, the decision to purchase Expedience proved to be the ideal match for the complexity of our industry and all of the output required of the department. This includes RFP responses, product overviews, process procedures, and production of manuals," continues Karleskint. "When it comes to buying decisions, even seemingly small inconsistencies can play a crucial role in a buyers purchasing decisions. Expedience is incredibly user-friendly for a company like ours, with so many facets to its content styles and branding. The Expedience content library galleries hold vast amounts of Keefe's technical product information within the system. And we are always assured the same message goes out every time, standardized and formatted perfectly. A critical element of success in a competitive market. We have personified our brand, and with the help of Expedience, I am always confident that with our consistently good content, we create better customer experiences, building trust, credibility, and a great reputation."

*"Expedience is so user-friendly when it comes to Microsoft Word and Styles. I am pleased with Expedience always being there and available for me."*

— Holly Karleskint, Director of Proposal Development



### Company

Keefe Group

### Industry

Leading supplier of food products, personal care products, electronics, clothing, technology, telecommunications, and software solutions to the correctional market.

### Critical Issue

Managing content consistency in RFP responses, product overviews, process procedures, and production of manuals across the organization.

### Solutions

- Content Portfolio
- Style Palette
- Unlimited Subject Expert Reviewers

### Impact

Expedience enables the Keefe team to deliver consistent content on demand in a fraction of the time, using content already curated to the Content Library.

As an alternative, Holly evaluated a commercial web-based cloud system during her time at Keefe Group. In her view, Holly felt that system was more of a content management system for email notifications with great emphasis on collaboration, which is just a fraction of what the Expedience products can do seamlessly. The web-based cloud system was also so complicated that it required hiring a new team member on Day One to manage the system.

"There was no way I could manage the system and still do my job. This did not realistically bring any efficiencies to the picture. As we continue to grow, my goal is to dive into Expedience Software to discover all of the additional wonderful things the software can do!" concluded Karleskint.



Expedience Software, founded by pioneers in proposal automation, harnesses the power of Microsoft® Word to drive better proposal quality while accelerating the speed and effectiveness of proposal teams around the world. Headquartered in Manchester, NH, with a presence in Dallas, San Diego, and Omaha, Expedience serves hundreds of companies in the financial and asset management, healthcare, legal, manufacturing, and technology industries.

The company's rapidly growing footprint extends to customers throughout the US, Canada, the UK, Germany, the Netherlands, Australia, and New Zealand. Named Leading Proposal Automation Software Company by Global Insights and one of the 20 Most Promising Sales Tech Solution Providers by CIOReview, Expedience continues to lead the industry with its innovative expansion of the Microsoft Office suite.



**Keefe Group**

Today, Keefe is comprised of six operating companies, each focused on distinct aspects of commissary operations: Keefe Supply Company, Keefe Commissary Network, Access Securepak, Access Corrections, ICSolutions, and Advanced Technologies Group.

Keefe Group is headquartered in St. Louis, Missouri, and has facilities nationwide, including twenty-two distribution centers. We also maintain our own manufacturing facility, where we package a variety of name-brand and private-label products.

At Keefe, we focus exclusively on corrections, developing the most innovative products and services, and making customer satisfaction our number one priority.

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