



Project: **Carswell Creates Personalized Certification Certificates**

Vertical Market: Business Services

Business Application: Specialty/Other

**Program objectives:**

- Recognize and reward customer's completion of training for use of online research tools

**Significant results reported by user:**

- The certificates have been successful in establishing the company's brand name (WestLaweCarswell) with student groups across the United States.



<b>VERTICAL</b>	Business Services
<b>BUSINESS APPLICATION</b>	Specialty/Other
<b>CLIENT</b>	Carswell <a href="http://www.carswell.com">http://www.carswell.com</a> Carswell, a division of The Thomson Corporation, is headquartered in Toronto, ON. Carswell publishes legal, tax, accounting and human resource materials in print and in electronic formats.
<b>PRINT PROVIDER</b>	In-plant.
<b>HARDWARE</b>	Fiery EXP6000 rip, Xerox DC6060
<b>SOFTWARE</b>	Microsoft Excel, Print Shop Mail
<b>TARGET AUDIENCE</b>	Law students and practicing lawyers
<b>DISTRIBUTION</b>	Average records/print run 500 records/125 copies
<b>DATE</b>	2 <sup>nd</sup> quarter 2002, ongoing
<b>DESCRIPTION</b>	<p>Since 2002, Carswell has offered Westlaw eCARSWELL, a Web-based tool that enables legal professionals to conduct research quickly and easily with an extensive collection of legal resources, news, and business and public records information. The company offers a certification program for people who want to learn how to use the tool.</p> <p>To help people learn, Carswell offers an Advanced Westlaw Certification program and topical seminars help students. Not only do the students learn how to use the tool, but also the skills they learn help them perform better in law school and improve their research abilities.</p> <p>To earn Advanced Research Certification, students take Westlaw's Advanced Case Law Research and Advanced Statutory Research classes, either in-person or online. Once they take and pass the related quizzes, Carswell prints and sends them a personalized Westlaw Certificate, specific to their coursework with their name, address and test score printed on each certificate.</p> <p>To create the certificates the company uses a template created in Print Shop Mail. The data for each template is drawn from a database supplied by its national WestLaweCarswell coordinator.</p> <p>Jim MacLachlan, the General Manager of Carswell's manufacturing facility, explains how variable data printing (VDP) helps, "The only reason that this project is effective is because it uses digital print and VDP. The project would not be cost effective if we used offset or letterpress printing. In other words, it is the uniqueness of digital printing and VDP that allows us to provide each student with a customized certificate."</p>