



Document Solutions to Fit Every Business

## West Michigan Credit Union Improves Customer Experience by Streamlining Operations with PrintSmart

Customer

AAC Credit Union

Industry

Banking & Finance

Services Used

PrintSmart

### Who is AAC Credit Union?

Originally established to serve Western Michigan's furniture manufacturers, AAC Credit Union recently celebrated 80 years in business. With mergers and acquisitions, AAC grew. Then in 1998, AAC Credit Union opened its doors to the community allowing membership from anyone who lives, works, worships or studies in Kent, Muskegon, Ottawa, Barry or Allegan counties. Today, AAC Credit Union has seven branches throughout those five counties.

### Key Challenges in the AAC Credit Union Environment?

The process for ordering toner and other supplies was cumbersome. Each of the branch managers would have to send an email to the main office for approval from the Chief Operating Officer (COO). Following approval, they would either call in the order to a local supplier, send an employee to an office supply store or place the order with an online supplier. This system worked fine when there was one office, but with the multiple branches, it seemed like there was always someone on the phone seeking approval or chasing down toner. Employee time was wasted and productivity suffered.

### How Applied Imaging Helped

Following a cost analysis, Applied Imaging's representatives recommended PrintSmart, an innovative managed print services program that includes all toner, parts and supplies along with preventive maintenance and emergency service if needed. All for one low cost per print. Under PrintSmart, Applied Imaging became accountable for managing all of the credit union's output devices; printers and MFPs. Toner levels are monitored and additional refills made without involving any AAC credit Union employees. They can perform their job duties without the stress associated with running low or being out of toner.

### The Benefits

- *Employees spend more time with members instead of on the phone obtaining approvals and placing supply orders*
- *Saves time for the COO to not have to approve orders for seven different branches*
- *Branch Managers and other employees have one point of accountability and one number to call for any MFP or printer issue*
- *Simplified billing*

### About Applied Imaging and PrintSmart

For over 30 years, Applied Imaging has helped businesses across the Midwest be more efficient. Our products and services help you to better communicate and manage the flow of information. From document creation to destruction - and everything in between; Applied Imaging has your back. As a locally owned and operated business, headquartered in Grand Rapids, Michigan, we have the experience and resources to exceed your expectations in every aspect of your business.

- 12 locations in Michigan and Northern Ohio, serving nationwide
- LIVE Customer Loyalty Center to take your calls
- Over 14,000 clients and a 98.8% Client Satisfaction Rating
- Over 44,000 copiers and printers on contract and over 3500 endpoints managed

*"The one benefit I love is the fact my employees are not spending time looking for toner. I think my time is valuable. I think my employee's time is very valuable and I would rather spend it with members than looking for toner."*  
- Chris Cross  
Chief Operations Officer  
AAC Credit Union



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