



Document Solutions to Fit Every Business

## Applied Imaging Gives Peace of Mind and More Time Back in the Day to Southeast Michigan Institute

Customer  
Michigan Head & Neck Institute

### Who is Michigan Head & Neck Institute?

The Michigan Head & Neck Institute was founded in 1985 to help people suffering from TMJ problems and provide specific treatment. Today, the Institute is focused on community support. This Institute's community involvement ranges from helping schools to senior citizens.

Industry  
Healthcare

### Key Challenges in the Michigan Head & Neck Institute Environment

The administrative staff at Michigan Head & Neck Institute handles many documents and important records. Because they do a lot of business with attorneys and insurance companies, there are many files that require fax, scan, print and distribution. The accounting team at Michigan Head & Neck Institute is cost efficient in every aspect of their business. They were searching for an office technology supplier that would lower costs, but not quality.

Services Used  
Copiers & Printers

### How Applied Imaging Helped

Applied Imaging took over the account from Ricoh Direct when the manufacturer decided to no longer service small to medium sized businesses in Michigan. The Sales Representative from Applied Imaging met with Michigan Head & Neck Institute to review their current solutions. After taking the time to understand the Institute's needs, the rep suggested they upgrade to a new, more feature-rich multifunction product (MFP.) Leasing this device would save Michigan Head & Neck money while also upgrading their capabilities of their current equipment. In addition, the level of after-sale service has greatly improved.

"I didn't want to spend any more money, but he sat down and took the time to find what was the best fit for our company. The transition was seamless, and it's been great. We are saving money and the customer service has been great. We've been very, very happy."

### The Benefits

- *Monthly savings and lower overhead*
- *New MFP with additional features allowing for more scanning and less faxing*
- *More responsive service resulting in more uptime and more productivity*
- *Seamless transition from former vendor*
- *Peace of mind due to any issues being resolved immediately*

- Rachel Fremont, AP/AR,  
Michigan Head & Neck Institute



### About Applied Imaging

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



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