



Document Solutions to Fit Every Business

West Michigan Insurance Agency Manages Documents and Saves Money with Applied Imaging

Who is Steenland Insurance Agency?

The Steenland Insurance Agency was founded in 1927 by William Steenland, who represented life insurance products from Mutual of New York. Now run by fourth generation Steenlands, the almost century old firm offers life, home, auto and health insurance products from multiple carriers.

Key Challenges in the Steenland Insurance Environment

Steenland self promotes itself as a one-stop-shop for all insurance products and services with a customer-focused culture. Providing a variety of products from multiple insurance companies results in mountains of paperwork. Because of this, the agency required an office technology provider that could help them organize and manage their documents.

How Applied Imaging Helped

Applied Imaging was able to provide new equipment that could print, copy, scan and fax. Partnering together, the two were able to save Steenland quite a bit of money, including when monthly volumes increased. Network support and fast, reliable service has also been a key in keeping the Agency's employees productive and living up to their customer service commitments.

The Benefits

- *Cost savings even with new equipment*
- *Immediate service when any issues arise*
- *Support in partnering with a family-owned Western Michigan business*
- *Improved ability to provide documents to customers when requested*
- *Single source for all office technology requirements*

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

Customer

Steenland Insurance

Industry

Insurance

Services Used

Copiers & Printers

"We got new equipment and saved money with Applied Imaging. Getting documents to our clients is essential and Applied Imaging has always been there to make sure we are able to get that done in a timely and organized manner. They're friendly, smart and know what they're doing. You can count on them to have your back. And we like to do as much business with other family businesses that are located in our great state of Michigan."
- Mark Steenland, Partner, Steenland Insurance Agency



STEENLAND INSURANCE AGENCY
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