

segue systems

Town of Westlock

ABOUT THE CLIENT

The Town of Westlock is a government administration office responsible for the operations of Westlock and its surrounding areas since 1916.

Westlock continues to be a thriving economic center and offers exceptional opportunities for business and recreation.

TALK TO US

1-888-606-0077

brian@segue-systems.com

Project Overview



Executive Summary

Increasing costs and complex administrative workloads relating to the day-to-day operations of a thriving town in rural Alberta necessitated a redesign of print communication protocols. This was undertaken by a diligent work team backed by Segue Systems an eager and reliable full-service office equipment provider.

High volumes of daily activities such as community service, civilian service requests, bylaw enforcement and budgetary affairs resulted in the Town of Westlock seeking out a capable office solutions provider to provide a cost-effective refresh of legacy printing technologies as well as a customized print strategy.

A range of devices across different departments and in different buildings made print management an extremely challenging and costly expense.

As costs were escalating on current equipment, and the challenge of future financial expenditures (including a 2.5% municipal tax rate increase) were looming, the solution by the town office was to optimize a print strategy to leverage potential savings.

Segue Systems delivered a proposal that suited the Town of Westlock's unique needs.

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The Challenges

1. Multiple Print Vendors

Many different vendors played a part across the Town of Westlock's overall print strategy, including hardware support, managed print services and paper supplies.

2. Customer Service Support

The customer service offered to the Town of Westlock by its predominant print vendor was sub-par and as a result the town office suffered from unsatisfactory service response times and at times felt neglected.

3. Line of Site Over Print Expenditure

Prior to engaging Segue Systems, the Town of Westlock had challenges reconciling what their operational costs (due to printing) were and which devices/work stations were the costliest for the organization.

The Solution

Fleet Management & Optimization

The team at Segue Systems utilized a review of the Town of Westlock's current print operations as their benchmark for their analysis.

When reviewing the device mapping documentation, the Segue team uncovered that high efficiency and cost-effective devices were not allocated to the workstations that yielded the most print volume.

This led to the first phase of the Segue solution: "Rightsizing the customer's print environment."

Customer Service Management

The challenge of developing a tailored plan for great customer service for the Town of Westlock also faced the Segue Team.

Poor communication and little vendor accountability soured the relationship with the previous print vendor and the Town of Westlock at times made users feel second rate.

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The Solution Cont.

It was mutually understood that exceptional customer service was paramount to making the proposed five-year print services agreement with Segue Systems a successful joint venture.

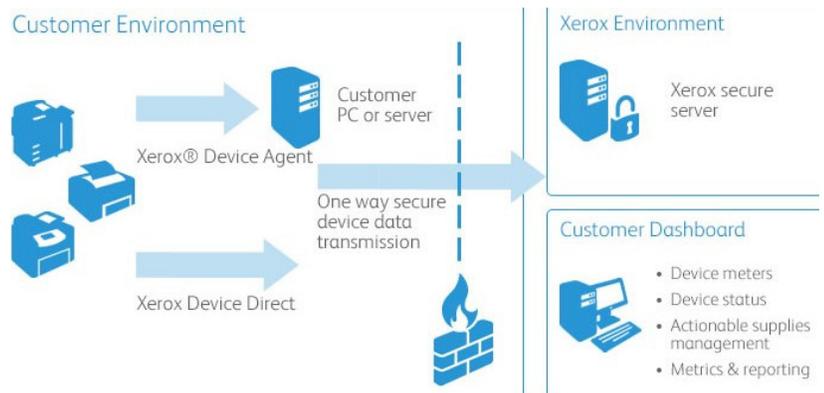
A dedicated Segue manager was assigned to be the Town of Westlock's single point of contact. Billing, service, supplies and customer inquiries were streamlined to this assigned Segue Manager.

This Segue Systems representative is always "on call" for the Town of Westlock.

Vendor Consolidation

Segue Systems also centralized all aspects of the vendor relationship related to print including: hardware sales, managed print services, and supply of paper. Thus becoming the full solution provider to the Town of Westlock.

This considerably simplified the operations as holistic A.I managed print services proactively sends toner and consumables automatically, minimizing any interruptions users may face with the day-to-day operations of their devices.



Paper supply and delivery is also done in a timely manner. Upon placing an order, the Town of Westlock receives delivery within two business days.

Segue Systems then ensure boxes of paper are placed in the various work stations of the town offices as opposed to simply drop shipping the order.





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Results

By allocating the right devices to appropriate working areas, an immediate savings of 25% was attained by the Town of Westlock in total operational costs related to print.

Once Segue implemented new hardware, this increased to an annual total savings of 61%.

With new Xerox hardware in place, the Town of Westlock saw a considerable decrease in their black and colour cost per copy rates.

Furthermore, the Segue team implemented controls such as default black printing and copying to ensure that no unnecessary costs were ever incurred.

Customer feedback praised the speed in which the Segue team conducted customer service and problem solved.

Frustrations have been minimal and the personal touch the Segue team has provided to the Town of Westlock continues to yield a mutually beneficial partnership.

The decision to assign a dedicated manager to Town of Westlock has been a highly successful venture.

