



Dialogue for CUSTOMERS

3rd Quarter 2020



Our Mission - To Serve

dcopy.net

In-House Print Shops Post Pandemic?

It is not an understatement to say the COVID-19 pandemic is an event of seismic proportions, impacting society on the local, national and global level. Our collective business and personal lives have been disrupted on an unprecedented scale. At times of significant challenge, like a global pandemic, the biggest societal shifts and innovations occur. So, it shouldn't be surprising that we've all had to adapt and innovate at remarkable speed - with digital technology taking center stage. We have truly reached the tipping point of mass adoption of digital technology, including on-line system solutions for print, historically produced in an internal print shop.

Wherever you are in the world, your company or organization now has to operate in a way that:

- Ensures the safety of customers and co-workers
- Minimizes disruption in the event of further lockdown procedures or other emergency events
- Meets the needs of customers who want to be able to order goods with minimal human contact.
- Keeps you financially afloat under highly challenging economic conditions

The prospect of businesses shutting down again for extended periods would have seemed inconceivable a few months ago. But with no guarantees on how Covid-19 or similar emergencies will impact us in the future, we all need to be prepared. By implementing an on-line print ordering solution, in place of current in-house print shops, your business will be protected against future pandemics. Your print information and print processes are protected and accessible, anywhere there is internet access, even if you or your co-workers are unable to access the physical center of operations. Staff and/or customers can order a print job as easily as they can buy from Amazon and receive the same level of service, all at the click of a mouse. Contact DigiCOPY to learn more. dcopy.net

Tom Roberts-Doculabs

If you're sticking to your in-house print shop production model, the cost impacts will put you at a disadvantage, especially during and after this pandemic. In the face of declining print volumes and the realities of COVID-19, the fixed costs of your shop are bound to drive up unit costs. Combined with capital expenditures for new capabilities or aging equipment replacement, it becomes difficult to justify the continued in-house operations.

In the past five years, digital communications have helped companies save millions of dollars annually through reduction in print and postage spend. Many large corporations have embraced this trend and have made the decision to get out of the inhouse print shop business. Yet, many are hanging on to their in-house print services, perhaps, to their own detriment.

(go to "Post Pandemic" on Page 5)



"Like Us" on Facebook

Please take a moment to "like" DigiCOPY on Facebook to receive information on special offers, promotions, track company activities, co-workers in the community and other information. Share our page with colleagues and other Facebook friends.



E-Store is "E-Z"

The DigiCOPY E-store is a one-stop shop for business cards, letterhead, invites, posters, banners, signs, canvas prints...almost anything you can imagine printing on.

You can select one of any number of designs, or upload your own artwork. Pricing calculators with all items... "check out" and you are on your way.

The lightning quick turnaround time DigiCOPY is known for, all from the comfort of your home or office computer. Go to estore.dcopy.net



**KEEP
CALM
AND
PRINT
ON**

DigiCOPY
Custom · Variable · On Demand

www.dcopy.net

Transformational Leadership-First Hand

-Leah Knights



Up until this point in my career, I've leaned on more traditional, linear ways of working. Standardized processes were my crutch, offering a rational and thorough approach required to manage the workload of today's corporate demands. Several clients or marketing initiatives might require our attention at one time, compounded with tracking and reporting out on status updates and impacts of each of these initiatives regularly to our leaders. By replicating our approach over and over, we are less likely to overlook or miss something, and we are more likely to offer the same, high-quality level of service across the board – our approach: prudent and sensible.



It's the way many organizations work – large and small. There is a product or service that needs to be delivered, and with that comes an expectation of the quality or outcome of that service. To ensure efficiency and affordability, best practices and process flows are adopted, and the work is replicated – client to client, product to product, patient to patient, initiative to initiative.

Process works – especially in systems where potential for error, human error included, can be catastrophic – i.e. the healthcare or airline industry. In 2017, I interviewed a former colleague, Sally Mergendahl, an expert in ergonomics and human factors, and she explained the importance of systematic process to lessen potential of human error. Process results in improved organizational quality and safety. There are clear environments in which process must prevail.

What a process-oriented culture can miss out on, though, are the fruits of an agile and creative culture.

One thing I love most about CREATE Portage County is the culture of – you guessed it – creativity. CREATE possesses a culture that is not only open to creative ideas, but one that fosters creativity, encouraging new ideas, valuing all opinions, and leading by example. It's been proven that when we work with a group or team that we perceive to be creative, our own individual creativity is enhanced. Thus, it's an organizational advantage to be perceived as creative.

But CREATE's culture is more than creativity – it's a culture of agility. CREATE is an organization that not only prioritizes agility, but practices it - regularly. To be agile is to first, assess and understand a situation and, second, move in accordance with that assessment. Both the assessment and action are done quickly and easily – and, typically, with enthusiasm.

In *The Agility Shift* by Pam Meyer, she describes agile teams as "more productive, collaborative, and innovative; and agile

Leah Knights is currently a full-time MBA Student at UW-Stevens Point. As part of the UWSP MBA program, she's also completing a fellowship with CREATE Portage County, where her focus is on developing a consulting service that leverages the innovative CREATE model + mindset.

organizations are more profitable." Agility is about developing competence, capacity and courage in ourselves and our teams. And the potential for impact is only as strong as our networks with which we work and interact.

Many organizations are missing the agility mark, even when leadership teams explicitly prioritize this quality. Meyer describes, "even when there is action that prioritizes agility, it's initiated and executed using the same models and methods that inhibited agility in the first place."

A change to a more agile and creative organizational culture requires a change in mindset. A mindset that values flattened hierarchies, shared accountability, free-flowing exchange of information, amoeba-like decision making processes that flexibly morph to include the right parties to achieve a quick direction, versus the excruciatingly slow "up the chain of command" due-diligence process. The CREATE mindset embraces the unforeseen outcomes that can be realized with consistent action bringing forth value and collaborating amongst our networks.



What can feel like chaos and lack of structure to someone who comes from the process-oriented world is the work of shifting from "information to interaction" according to Meyer. The action-oriented nature of continuously interacting with our networks can feel, at times, like there's lack of clarity to the next step.

The key is to embrace this.



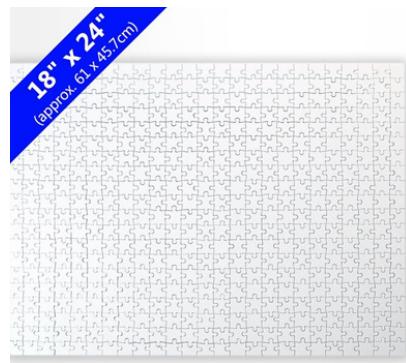
What I've learned at CREATE is to **embrace the nonlinear nature of work. Embrace the freeform activity as it comes. Focus on relationships and valuable interactions within your dynamic network. Advance your most viable opportunities.**

And, don't become paralyzed by your tactic-driven to-do list.

In due time and with commitment to your agile and creative culture, there will emerge new solutions, partnerships and opportunities. As Meyer explains, "with a conscious, continuous commitment to interacting...you will be more effective than you ever imagined."



Wide World of DigiCOPY-COVID 19



Pandemic Products and Safety

Since the COVID-19 pandemic began in March, DigiCOPY has maintained a safe work environment for customers and co-workers. Masks and hand sanitizer have been standard in all store locations since day 1.

DigiCOPY has also offered a number of innovative products including puzzles, backdrops for video conferencing, floor/social distancing signs, safety signs, yard signs to celebrate birthdays, anniversaries, graduations and our essential employee heroes. Go to estore.dcopy.net for more information.



Stay Hydrated

A cornerstone to good health is a water bottle away

Everyone's water needs are different, and different circumstances call for different amounts. The key is to listen to your body. Dry mouth, difficulty concentrating and dark odorous urine are all signs that your body may need more water.

- Strive to meet the general guideline of drinking about eight, 8-ounce glasses of water a day.
- When it is hot or dry, try to drink more water to help you stay hydrated.
- Make drinking a glass of water a morning habit. Pour yourself a glass of water before bed and then drink it as soon as you get up.
- Give yourself reminders. There are many apps available to help keep track of water intake. Another option is to set an alarm on your phone or calendar to remind you to drink water every couple of hours.
- Eat your water! Many fruits and vegetables contain a fair amount of water, including cucumbers, iceberg lettuce, watermelon, strawberries, grapefruit, zucchini, radish and celery.
- Keep water on hand. Keeping a water bottle close to you can be a friendly reminder to drink water throughout the day.
- Infuse your water with fruits and vegetables to add flavor. Try adding lemon, lime, orange, strawberries, kiwi or cucumbers.



Center For Urban Teaching-Identify, Prepare, Support

The Center for Urban Teaching (CfUT) is an independent, Christian non-profit organization that identifies, prepares, and supports high-performing urban teacher and leaders for choice, charter, and public schools. CfUT was created in 2001 by two professors at Wisconsin Lutheran College, who were moved by the failures of schools, and worked to break the cycle of failure for inner city students.



"CfUT believes that teaching is a calling, not a career,-the greatest opportunity to impact the lives of young scholars" said Jose Rosario, CfUT Director of Mission Advancement. "We believe in relationships first and connecting with people to be able to influence the trajectory of their life. Our focus is on a practical hands-on experience for teachers and leader candidates," Rosario adds.

The outcomes of the Center for Urban Teaching speak for themselves. As a result of their training and experiences in the CfUT program - teachers and leaders are better prepared, better retained and better positioned to have an ongoing impact on student achievement. 87% of CfUT alumni are staying in the education field for four or more years - that speaks to the ongoing support they receive. "If teachers are better trained, they will have more staying power and be better equipped to impact student learning," Rosario said.

If teachers are better trained, they will have more staying power and be better equipped to impact student learning.

- Jose Rosario



CfUT's relationship with DigiCOPY began with the organization's annual urban teacher and leadership program. 200 teachers and leaders, actively working in the field, gather annually for continuing education and inspiration. DigiCOPY printed the conference booklet, and the relationship has grown from there.



Other print projects from DigiCOPY for CfUT include teacher and leader training materials, logistics materials, mail merges, letters for the annual campaign, fundraising materials, curriculum materials for summer school, and most recently, custom facemasks with the CfUT logo.

CfUT is one of 140 non-profit organizations statewide that DigiCOPY supports with in-kind printing and sponsorships. To Rosario, the in-kind print support is great, but building a working relationship is greater. "The opportunity to sit down with DigiCOPY co-workers and brainstorm solutions and the follow-up from my account representative is greatly appreciated," Rosario said. "Beyond the in-kind, we get a really affordable rate for our other projects, and the opportunity to see how much DigiCOPY cares about our mission and wants to provide a high quality product that reflects who we are - really means a lot to us," he adds.

Looking to the future, Rosario's goal for CfUT is to become the #1 provider of urban teachers and leaders. "We are working to have 500 CfUT alumni in Milwaukee, serving 20,000 students. That will be our tipping point," Rosario said. "We are committed to building an army of teachers who are better prepared, better retained and better positioned to have an impact on student learning," he adds.



To learn more about the Center For Urban Teaching, go to cfut.org

20 for 20 YouTube Series Celebrates Customers

In celebration of our 20th anniversary in 2020, DigiCOPY presents its '20 for 20' series, featuring 20 customers/organizations we partner with and provide print solutions for throughout Wisconsin. Videos will be posted monthly on the DigiCOPY YouTube channel.

Go to youtube.com and type "DigiCOPY" in the search bar.

(“Post Pandemic” continued from page 1)

Surely, it is a tough decision to outsource a significant operation within your business...concerns for employee welfare are paramount. Other concerns include quality of output, internal business services delivery, timeliness of production delivery and regulatory compliance. A well-planned approach to outsourcing can and must address each of these areas.

There is no denying businesses that need printing are facing unprecedented challenges.

However, on-line print solutions, which may not have been available when you first started your business or organization, will help you navigate these uncharted waters.”

Here are the top reasons to consider outsourcing your print shop:

1. *The trend towards increasing digital forms of communication and reduced print volume*
2. *Reducing total cost of print and delivery*
3. *Leveraging emerging technologies that may not exist within your shop*
4. *Focusing human and monetary capital on your core business and competencies*
5. *Achieving a variable cost model that optimizes spend across various types of print*



Once you begin the outsourcing investigation, understand that multiple options exist for sourcing your print production and delivery services. These options are not a one-size-fits-all, so thorough evaluation is required.

Often, a combination of service and vendor options is appropriate. Look at the types of work performed in your shop and determine the appropriate model for each.

Make no mistake. This effort is a large and time-consuming process, but one that can yield savings of 10% to 15% of production costs once the transition is complete. The bottom line is that print production and delivery has become commodity-based, with continued volume reductions expected.

Tom Roberts has more than 20 years of experience in business technology. He serves as a principal consultant at Doculabs, where he develops strategic plans to help organizations use Enterprise Content Management technologies to achieve their business goals.

DigiCOPY can help with the valuation and due diligence of analyzing your in-house print shop. Of course, timelines vary based on the size/complexity of each organization.

Call (414) 550-3908 or email otero@dcopy.net.

net to reach Paul Otero, DigiCOPY VP of

Sales, to learn more about transitioning from an in-house print shop and utilizing DigiCOPY to outsource your printing. Join the 200 + companies that already have!!

DigiCOPY



Service Quality @ DigiCOPY

“Happy customers are your biggest advocates and can become your most successful sales team.”

- Lisa Masiello, Chief Marketing Officer, TECHmarc Labs

The DigiCOPY mission statement includes a commitment to the 3 C's...our co-workers, our community and our CUSTOMERS. In that vein, to better serve our customers, DigiCOPY asks service quality questions from a random sample of 70 customers per month...10 customers from each of our seven store locations.

Customers are asked four questions, responses are on a scale of 1-10, with 10 being the highest:

1. Rate the **QUALITY** of the product you received from DigiCOPY
2. Satisfaction with the **SPEED** of order completion
3. Level of **CUSTOMER SERVICE** throughout the order process
4. Likelihood to **REFER** DigiCOPY to a colleague or acquaintance

Responses are shared with all co-workers monthly. Below are results, store by store, for the past three calendar years:

2017 Service Quality Results by Store

store	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Avg
Stevens Point	9.40	9.18	9.88	9.75	9.83	9.50	9.60	9.75	9.83	9.95	9.85	9.53	9.67
Eau Claire	9.73	9.73	9.70	9.75	9.85	9.08	9.85	9.90	9.80	9.75	9.83	9.70	9.72
Wausau	9.48	9.83	9.28	9.75	9.73	8.98	9.80	9.60	8.63	9.45	9.18	9.03	9.40
Van Buren	9.30	9.53	9.20	9.73	9.21	9.63	9.21	9.30	9.33	9.10	9.06	9.48	9.34
Erie	9.38	9.13	9.65	9.20	9.24	9.68	9.90	9.78	9.45	9.78	9.85	9.65	9.56
La Crosse	9.68	9.75	9.63	9.73	9.58	9.88	9.75	9.90	9.83	9.85	9.54	9.70	9.74
Green Bay	9.85	9.83	9.90	9.65	9.80	9.78	9.80	10.00	9.85	9.85	10.00	9.76	9.84
Company	9.55	9.57	9.61	9.65	9.61	9.50	9.70	9.75	9.53	9.68	9.62	9.55	9.61

2018 Service Quality Results by Store

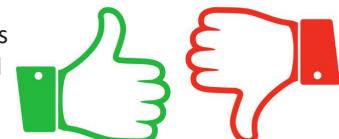
store	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Avg
Stevens Point	9.38	9.53	9.69	9.95	9.78	10.00	9.95	9.68	9.25	9.83	9.78	9.25	9.67
Eau Claire	9.83	9.75	9.90	9.60	9.50	9.70	9.88	9.75	9.77	9.73	9.48	9.53	9.70
Wausau	8.78	9.63	8.88	9.43	8.78	9.70	9.50	9.45	9.18	8.93	9.85	9.65	9.31
Van Buren	9.65	9.65	9.83	9.68	9.58	9.69	9.75	9.55	9.43	9.40	9.28	8.80	9.52
Erie	9.60	9.65	9.53	9.85	9.50	9.73	9.50	9.58	9.68	9.50	9.68	9.55	9.61
La Crosse	9.85	9.85	9.40	9.85	8.85	9.70	9.48	9.80	9.78	9.73	9.95	9.83	9.67
Green Bay	9.83	9.55	9.75	9.80	9.73	9.78	9.55	9.68	9.88	9.75	9.88	9.33	9.71
Company	9.56	9.66	9.57	9.74	9.39	9.76	9.66	9.64	9.57	9.55	9.70	9.42	9.60

2019 Service Quality Results by Store

store	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Avg
Stevens Point	10.00	9.88	9.85	9.75	9.28	9.40	9.50	9.88	9.55	8.85	9.73	9.60	9.61
Eau Claire	8.48	9.75	10.00	9.68	9.83	9.78	9.75	9.65	9.55	9.00	9.83	9.83	9.59
Wausau	9.58	9.78	9.85	9.53	9.63	9.78	9.60	9.60	9.53	9.38	9.75	8.98	9.58
Van Buren	9.80	9.53	9.60	9.83	9.55	9.73	9.93	9.48	9.70	9.38	9.85	9.18	9.63
Erie	8.80	9.80	9.35	9.83	9.55	9.90	9.75	9.53	9.73	9.78	9.53	9.05	9.55
La Crosse	9.73	9.58	9.93	9.38	9.83	9.38	9.95	9.98	9.90	10.00	9.98	9.48	9.76
Green Bay	9.63	9.83	9.83	9.55	9.83	9.75	9.83	9.55	9.53	9.78	9.90	9.40	9.70
Company	9.43	9.74	9.77	9.65	9.64	9.67	9.76	9.67	9.64	9.45	9.80	9.36	9.63

Verbatim comments are also shared with co-workers...both the good and the bad. Communication is a common theme in the comments...when communication is good with customers, people comment, and if communication suffers, customers notice that too. Speed of service, responsiveness to last minute requests, “saving our bacon,” and caring attitude of DigiCOPY co-workers are common themes seen in the narratives that are captured each month.

The key is to reinforce the good that comes from the monthly service calls and “hard wire” those practices, and admit when you have issues of poor customer service and address those issues and improve.



Thanks to all the customers who reply monthly to SQ surveys.



dcopy.net 3rd Quarter 2020

Newsletter printed on the Xerox iGen 4
on Mohawk 100# uncoated paper

Our Mission: To Serve

Customers

We strive to build long-term relationships with each of our customers. Together, we will provide the highest quality document solutions, employing digital technology and the dedicated, solution-oriented attitudes of co-workers.

Co-Workers

Each of our co-workers is a valuable member of the DigiCOPY family. We appreciate their opinions, and recognize their hard work. We value independent thinking and teamwork; and foster a flexible environment where creativity is rewarded.

Community

We acknowledge the invaluable relationships we form with our communities, customers, co-workers and suppliers. We will play a vital role within each community we serve, providing career opportunities and unique services.



Your DigiCOPY Account Representative

<<SalesRep>>

<<SalesRepEmail>>

<<SalesRepPhone>>

Eau Claire (715) 552-3444
eauclaire@dcopy.net

Wausau (715) 849-2679
wausau@dcopy.net

Milwaukee Van Buren (414) 283-2679
milwaukee@dcopy.net

Green Bay (920) 857-2208
greenbay@dcopy.net

Stevens Point (715) 295-9606
stevenspoint@dcopy.net

Erie/3rd Ward (414) 291-4050
milwaukee_erie@dcopy.net

Newsletter printed on the Xerox iGen 4
on Mohawk 100# uncoated paper

In This Issue:

In-House Print Shops Post Pandemic?

Stay Hydrated-Cornerstone to Good Health

Center For Urban Teaching-Identify, Prepare, Support

Transformational Leadership-First Hand

Wide World of DigiCOPY

Updates to our mailing list based on incorrect info above? Contact Brant Bergeron at bergeron@dcopy.net or 715-347-2736. If you no longer wish to receive this publication, contact Bergeron as well.

Here's what our customers are saying:

"My order was for a non-profit and I greatly appreciated the non-profit rate, especially as the newsletter was related to the financial hardships during COVID. I was extremely impressed with the ease of ordering online and quality of the newsletter we received. I will definitely go back for our next printing needs. The gentleman at the front reception area was welcoming, easy to talk to, and informative."



"Great to work with. Even delivered the extras to our office. Really went above and beyond with the customer service. DigiCOPY is the only store we use for our print needs."

"Thank you for being so easy to work with! I especially appreciate the quick turn around on orders—even during a pandemic! It's great!"

La Crosse (608) 782-4355
lacrosse@dcopy.net

**7 locations to
serve you...**