

# DigiCOPY<sup>®</sup>

## Dialogue-4 Customers

**Our Mission -**  
To build long-term  
relationships

[dcopy.net](http://dcopy.net)

Qtr 2-June 2017

### New Manager at Milwaukee-Erie ...Jon Lee

**Background:** I grew up in Grafton, WI, about 20 minutes north of Milwaukee. I have an extensive background in neuroscience (published scientist) and chemistry, and graduated in 2015 from UW-Milwaukee with a Bachelors of Science in Psychology. I was the Production Manager (evenings) and IT Support at the DigiCopy Erie store for a year and weekend Production Manager at Van Buren.

**Work Philosophy:** I work best when I am challenged, and have a team that understands the end goal and how to get there. This is, by and far, the best part of every job I've had. I look forward to working with a solid team, making new relationships with customers and staff, and expanding upon our existing relationships.

**For fun:** When the weather permits, I am either out hiking with my wife or playing disc golf. If I can't get outside, usually you can find me tinkering with electronics or woodworking. I really want my own little garage shop one day so I can build anything and everything that I need.

**Unique characteristic:** I tend to have a pretty uncanny memory. I remember small details about people I've met once. This is especially fun with customers, because there have been some that I haven't seen for at least a year or more and remember the exact job they ran.

**Thoughts on new duties:** I'd be lying if I said I wasn't nervous, but in my experience being nervous is a good sign that you're ready to succeed.  
**Let's do this!**



### “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 “Easy”

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](http://estore.dcopy.net)

## 5S for Summer Cleaning

Unlike the other methodologies for business change that can be applied to a variety of scenarios within an organization, 5S is only concerned with increasing productivity by enhancing your physical workspace. The drive behind 5S is the belief that a clean, well-laid-out office contributes to increasing employee well-being, reducing defects and saving time.

The actions build on each other, so you need to conduct them in sequence. Otherwise, you get a reconfigured process that misses its optimal condition. 5S's mantra is “only what is needed, in its proper place, clean and ready for use.”

### Sort.

The first step is to go through all equipment and materials and determine what must be retained at the worksite. Only essential tools, aids, equipment, and so on are allowed to remain. When you find something that doesn't belong, return it to the correct person or department or simply get rid of it. Put a red tag on these items and get proper authorization before

scrapping, selling, or recycling them. Reduce clutter.

### Straighten.

After Step 1, all you have left at the worksite are essentials. You must now give each of these a single, proper place. You've heard the saying, “A place for everything, and everything in its place.” That's exactly what we're talking about. Be creative in establishing places for things so that returning an item to where it belongs is natural or easy.

### Shine.

To help maintain the order you've created, thoroughly clean everything remaining at the worksite. The time and money spent on polishing or repainting, if needed, will be returned many-fold in more-positive employee attitudes and greater productivity, an increased ability to detect equipment problems, fewer contamination and defects, and improved safety.

(cont. on pg. 3)

# 5S

# Customer Service As A Way Of Life

-Hal Becker



## **Why do we call this area of business customer service?**

Is it a service to have customers wait in long queues at the counter, or to dangle endlessly on the line while the phone never gets answered, or to be stranded forever in the voicemail “Bermuda Triangle”?

Most companies really do believe they are customer focused, but the reality is not in what the companies think, but in what the customers think... and no one ever really asks them. There are too many stupid policies that favor only the business while ignoring the customer’s needs.

On the other hand, we always hear great things about great companies: Nordstrom, Lexus, L.L. Bean, Ritz-Carlton, Disney, Motorola, Cooker, Southwest, British Airways, among others. The answer to their success is simple, but we would rather talk about them than do anything ourselves.

## **The No. 1 secret: non-stop training.**

All companies must find good people with good attitudes (the managers must have better attitudes), and reinforce those attitudes every day. The policies must always favor the customer.

Hal Becker is a nationally know speaker on sales and customer service. He is the author of two best selling books and can be reached at [HalBecker.com](http://HalBecker.com)

## **The No. 2 secret: have fun.**

Here is an example of a good policy at work. The 1990s buzzword “empowerment” means nothing by itself. It needs substance.

Ritz-Carlton Hotels has a simple mission statement which reads: “We are ladies and gentlemen serving ladies and gentlemen.” Each person always carries a little plastic card with them that has 20 sayings on it. Saying No. 9 reads: “Any employee who receives a guest complaint ‘owns’ the complaint.” The sentiment alone is not good enough. The first-line employees have the authority to spend up to \$2,000 to satisfy a customer, and the managers can spend up to \$5,000. Not bad.

Yes, simple training and empowerment together.

***Can your company do this every day?***

## Re-Invest in Your Community



DigiCOPY co-workers from Eau Claire got their “luau on” to participate in the the annual Bowl For Kids Sake for Big Brothers Big Sisters of Chippewa Valley on May 10th.

**Employees passionate about being involved in their communities are excellent ambassadors for your company or organization. They give a face to your brand.**



DigiCOPY is pleased to support Palermo’s Pizza and their Easter Baskets for the Hungry program. Since 2008, Palermo’s, in conjunction with the Hunger Task Force, have provided 1500 Easter meals and food baskets annually to Milwaukee area residents in need.

DigiCOPY co-workers, John Mullins and Brant Bergeron (pictured front row l-r), were members of “Team Sauce” and assisted with food packing and distribution to the hundreds of cars who lined up to receive their boxes. DigiCOPY also donated the printing for menu card sheets inserted in each box, to create healthy meals with the food items.

## Capabilities Enhanced in Green Bay and La Crosse

**DigiCOPY Green Bay** and **DigiCOPY La Crosse** have added new equipment and new capabilities to better serve customers. The HP Latex 335 printer is the first latex machine in the DigiCOPY company (pictured lower right).

“The water-based, HP latex technology is unique, delivering a combination of application versatility, high image quality and high productivity,” said Troy Bauer, DigiCOPY Green Bay store manager. “This new machine offers our customers a sustainable approach that’s better for the environment and better for their business,” he added.

The latex printer works with traditional signage substrates and beyond, up to 64 inches. Prints come out completely dry and are ready for finishing and delivery instantly, and the water-based HP latex ink prints are odorless, great for indoor spaces, like in health care settings.



The second piece of new equipment in Green Bay is the Xerox Versant 80 Press, allowing DigiCOPY to produce higher quality jobs faster, and on more media types...with powerful automation for better output and less waste. “With Ultra HD Resolution, the Versant 80 prints at a higher level of quality than you’ve ever believed possible for a digital press,” Bauer said. “It adds to our DigiCOPY reputation for high quality and expert finishing for our customers,” he said.



The expansion of the La Crosse DigiCOPY location was celebrated with a grand re-opening celebration on June 15th. The square footage of the store doubled and new equipment and printing capabilities are now added, including a secure print area. This new space for regulated print will provide high-level information security programs to safeguard data. “Customer expectations of our management, co-workers and service providers regarding data security is of the utmost importance to us,” said Dan Roemhild, DigiCOPY La Crosse store manager. “We are excited about our new secure print area and the services we will be able to offer our customers with data security needs and equally excited to showcase our newly renovated store,” he added. The store is at 4332 Mormon Coulee Road in La Crosse. Stop by anytime to see the new space!

## 5S Continued

(from pg. 1)

### Standardize.

Where possible, make worksites consistent. All workstations for a particular job should be identical so that someone from another worksite can immediately step in and productively run the process if necessary. Think of the value business travel hotels add by standardizing the layout, the furniture, and other amenities across all their locations. That fosters a familiar environment for their guests and increases their guests’ productivity (not to mention the hotel staff’s).

### Sustain.

This final step means to put a schedule and system in place for maintaining and refreshing the 5S-ed worksite.

The actions of 5S are everyone’s job, not just the janitor’s or cleaning crew’s.

## Nature Is Good for Your Mental Health

By Donna Schmitz, EAP counselor

Employer Solutions

Ministry Health Care, part of Ascension



Immersing yourself in nature is one of the best things you can do for your mental health. Do you ever notice that almost all of us are drawn to the great outdoors to some extent? When people talk of going on vacation or getting away for a weekend, they tend to include trips to a cabin, camping or the beach.

Unfortunately, people are taking less and less time to indulge in the bounty of nature. It is even more unfortunate for the children growing up in a society that largely does not encourage them to break away from their screens to run and play in the woods where their imaginations can run wild!

In today’s fast-paced world, we are spending more and more time relying on electronics to entertain us and to give us a feeling of connection. However, it is doing much the opposite. Electronics are sapping our energy and making us dull individuals with little to no ability to be creative and inventive. Studies by Weinstein and others show an even more troubling effect of screen time that associates time spent on electronics with loss of empathy and lack of altruism. Spending time in the elements can recharge our creativity, sharpen our minds and make us more caring individuals; not to mention that nature delivers natural supplements such as vitamin D, which fight fatigue and depression. Nature brings us back to a place of balance where creativity is reborn in us and our imaginations come alive with new possibilities.

Intuitively, we know that nature is good and healthy. While the effects of a stressful environment can increase feelings like anger, frustration and fear, time spent in a pleasant environment tends to have a calming and balancing effect and leaves us with a greater capacity to cope with life’s everyday demands. Do yourself and your mental health a favor and take time to connect with nature.



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## Our Mission:

To build long-term relationships

## Our Philosophy:

### 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.



## Smart Partnerships - Ensuring Our Future

We believe in the responsible use of our resources. To find out more about our sustainable printing policy, visit dcopy.net, click on the "About DigiCOPY" tab, then click on "Sustainable Printing."

## Your DigiCOPY Sales Rep

Questions about DigiCOPY and/or the solutions we provide? Contact your sales rep today!

### <<SalesRep>>

<<SalesRepEmail>>

<<SalesRepPhone>>

## In This Issue:

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## Here's what our customers are saying:

*"The DigiCOPY crew were always patient and helpful through the many changes and had wonderful suggestions to help make the project even better."*

*"Really appreciate the attention to detail and the quick turnaround time, especially with the my materials that change frequently and need to be distributed in a timely manner."*

*"My on-line ordering site is a godsend."*

*"We were just talking the other day how DigiCOPY customer service is 'above and beyond' and we are very happy with what we've seen when working with you."*

*"Recent work was very well done and deadlines were met with good communication in between."*



## 8 locations to serve you...

**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

**3rd Ward** (414) 291-4050  
milwaukee-erie@dcopy.net

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

**US Bank** (414) 765-2379  
milwaukee-usbank@dcopy.net