

West Michigan Credit Union Transforms Operations and Improves Customer Experience with Advanced Print Solutions



Industry: Banking

Services Used: Managed Print Services

Copiers + Printers

“The one benefit I love is the fact that my employees are not spending time looking for toner. I think my time is valuable, and I think my employees’ time is very valuable... I would rather spend it with our members rather than looking for toner.”

CHRIS CROSS
AAC Credit Union

Customer Challenge

AAC Credit Union faced inefficiencies in their process for ordering toner and other supplies. Each branch manager needed to seek approval from the COO via email before placing orders, either by calling a local supplier, visiting an office supply store, or using an online supplier. This process was time-consuming and disruptive, leading to wasted employee time and reduced productivity. The inefficiency became more pronounced as AAC expanded to seven branches, creating frequent interruptions and delays.

Applied Solutions

Applied Innovation conducted a cost analysis and recommended their Managed Print Services (MPS) program. This includes all toner, parts, supplies, preventive maintenance, and emergency service for a single, low-cost per print. By implementing this solution, Applied took over the management of all AAC Credit Union’s printers and multifunction devices. Toner levels are now automatically monitored and refilled without any involvement from AAC employees, allowing them to focus on their primary responsibilities without worrying about supply shortages.

The Benefits

Simplified billing

One point of accountability and one number to call for print issues

COO freed from supply order approvals

Reduced operational disruptions

More member-focused employee time



At Applied Innovation, we have nearly four decades of technology expertise, 600+ team members, world-class brand partners, and a passion you’ll rarely find in a business like ours. Plus, as an independent dealer, we have the autonomy to always do what’s right for you. Whether your goal is adopting new technologies, making smarter use of the tools you already use, or maybe a mix of both, our people are always available. And always happy to help.



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