

A Midwest Utility Company

Gordon Flesch Company helps make communicating as easy as turning on a light.



“From the beginning, Gordon Flesch provided an open-book policy on everything, including bidding and pricing. Their plan called for fewer printers—and that’s a big part of their business. It was right for us—but probably not as profitable for them. We were impressed by that.”

IT Team Lead
Midwest Utility Company

Industry:

ENERGY PROVIDER

The Challenges:

Thousands of employees need to communicate flawlessly—and fast.

- Office equipment is mostly dated and single-function
- Several brands, vendors and contacts make training and service more difficult
- Document workflow is neither uniform nor optimized

The Solution:

Examine all business equipment networks and consolidate document workflow throughout the company.

- In three ways, streamline how information—not just paper—is shared and utilized
 - Update, modernize—and reduce total amount—of equipment
 - Create efficient processes company-wide
 - Support electronic information and digital imaging wherever feasible

The Benefits:

Upgraded equipment and procedures mean more efficient—and cost-effective—communication.

- Multifunction devices have reduced the total number—and accompanying cost—of pieces of equipment
- Software solutions—including eCopy™ and Universal Send™—have digitized information, eliminating paper and speeding communications throughout the company
- Availability of color enhancement has made presentations and company-wide information more dynamic—and more utilized

The Background

The energy industry is changing rapidly in the United States. New power demands, sources, delivery systems and technologies are being used to bring more power to more people—more efficiently. In this constantly evolving industry, communication is vital on many different levels. Whether it is from the provider to the consumer or from management to personnel, being able to communicate clearly and effectively is an important part of keeping the power on.

No company knows that better than the Midwest utility company. The company has nearly 1.5 million power customers—more than one million electricity customers and more than 400,000 natural gas customers. And it has about 5,000 employees who help deliver that energy.

Seven years ago, the utility company turned to the Gordon Flesch Company to help communicate and share information more efficiently.

The Story

While the utility company was growing and changing to match an industry that was also growing and changing, one thing wasn't adapting: their process of communicating information. Many different devices (from many different vendors) failed to keep pace with the technological changes that have made communicating information easier—and faster. Like many companies, the utility company understood that it could work more efficiently, but wasn't certain how to get started. That's when the Gordon Flesch Company came on board.

After a thorough analysis of current needs and usage, a comprehensive plan was tailored to the utility company's needs. Multifunction devices—equipment that offers printing, copying, scanning and faxing—made it possible for the total number of devices to be reduced substantially.

The utility company personnel took the original plan, bought into it and then quickly made it their own. Coupled with the Gordon Flesch Company's signature commitment to training and service, the result was easy to see: improved communication speed and effectiveness.

The Conclusion

Today, that original plan is still in place—and still being utilized. Periodic reviews and analysis bring constant refinements whenever technology, the business climate or corporate initiatives demand them. Software solutions, like eCopy, are helping the Midwest utility company use more and more digital technology—and less and less paper—to communicate even more efficiently.



Founded: 1956

Headquarters: Madison, Wisconsin

Employees: 700 strong, and growing

Divisions: Gordon Flesch Company,
GFC Leasing, and
GFC Onsite Services

Products

- Copiers
- Document management solutions
- Facsimiles
- Multifunction devices
- Printers
- Scanners
- Software

Services

- Customized software solutions
- Document imaging
- Equipment training
- Mailroom staffing
- Print fleet management
- Reprographics
- Software training
- Technical support
- Workflow analysis

Support

- Certified systems engineers and analysts
- Customer support representatives
- Highly tenured service technicians
- Large, local parts inventory
- Technical support representatives

www.gflesch.com