



CASE STUDY

MOS COMMITMENT TO PARTNERSHIP

Count on us:

BIERI HEARING SPECIALISTS

Using MOS customized solutions, Bieri Hearing Specialists reduced total cost of ownership while gaining revenue generating print capabilities.

The Customer

Bieri Hearing Specialists continues to build on its unequalled reputation for providing the highest degree of patient satisfaction in the Mid-Michigan region. To accomplish this goal, they provide patients with the area's largest selection of high tech hearing instruments. The combination of advanced technology and professional expertise provides advanced diagnostics and a customized hearing solution for each patient.



The Challenge

Bieri Hearing Specialists looked to MOS for technology to provide large-bold color images for their marketing collateral and communication posters. Before working with MOS, they were dependent on printers that produced poor quality at a high cost per page, limiting them with their branding and marketing pieces. Bieri Hearing Specialists utilized only desktop printers for their office documents and had no scanning technology.

The Solution

MOS presented Bieri Hearing Specialists with a customized solution including new Xerox multi-functional technology that quality, versatile, large-bold color printing for their marketing initiatives and scanning for their office document needs. The MOS solution allows them to continue utilizing their desktop printers by providing guidelines for optimized printing practices.

The Results

Bieri Hearing Specialists is benefiting by having quality, multi-functional Xerox technology for their office document and marketing needs. Bieri Hearing Specialists gained the ability to not only scan documents but also to produce large-bold color marketing collateral to attract new customers. By following the printing guidelines provided in training, Bieri Hearing Specialists experiences a total cost of ownership reduction while gaining revenue generating print capabilities. MOS provides Bieri Hearing Specialists with a single source local support for all printer needs. Bieri Hearing Specialists counts on MOS and Xerox technology so they can focus on their patients.

WHAT THEY'RE SAYING:

"MOS Customer Care is always so helpful and can often fix an issue over the phone. Xerox quality is superior and provides a great first impression with our marketing materials."

-Jerd Clayton, Director of Operations

Bieri Hearing Specialists





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