

Managed Print Services (MPS) Elevates Client Experience at Real Estate Firm



Industry: Real Estate

Services Used: Copiers + Printers

“For us, it just goes back to being able to function, so we can provide a great customer experience. The Applied Innovation experience has been outstanding. They understand the importance of our business running and functioning, which is a big factor and one of the reasons why we use Applied and have stayed with them throughout the years.”

MELISSA HOWARD
Lucas Howard Group

Customer Challenge

Lucas Howard Group (LHG) prides itself in delivering unparalleled client service, a key aspect of its success in the competitive real estate market. With a focus on building strong relationships and serving over 300 families annually, LHG faced several challenges. First, they needed office technology capable of supporting multiple agents. Second, LHG grappled with managing a significant amount of paperwork stemming from its high volume of transactions. Lastly, LHG sought a responsive business partner capable of immediate support across its locations in Greater Grand Rapids and Traverse City, MI.

Applied Solutions

To address these challenges, LHG turned to Applied for their Managed Print Services. Applied implemented a comprehensive strategy to streamline LHG's print operations. By consolidating equipment, LHG gained better control over usage and received a single monthly invoice for all output devices. Furthermore, Applied assumed responsibility for managing toner supplies and performing regular preventative maintenance to ensure maximum uptime. With their extensive presence across Michigan, Applied provided LHG with the responsiveness and support they required.

The Benefits

- Simplified billing and enhanced budget control**
- Fully functional and reliable equipment**
- Removed burden of managing toner supplies**
- Responsiveness and support across multiple locations**
- One low cost per-print reducing operational expenses**



At Applied Innovation, we have over 35 years of technology expertise, 500+ 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.