

WOMEN IN BUSINESS

New England

As Seen In... Forbes, November 21, 2011

deRenzy Document Solutions

**Looking Good on Paper – and in the
Hearts of Its Customers**

No matter how high-tech the document solution industry gets, Mary deRenzy always manages to stay focused on one very low-tech thought: This is still a people business. And as far as she's concerned, it always will be.

As president of deRenzy Document Solutions, deRenzy knows what it takes to run a successful imaging equipment dealership. After all, the company has been in business since 1972, serving Western Massachusetts and Northern Connecticut not just with the most advanced, most reliable equipment available, but with the kind of personal service you don't often see anymore.

For instance, phone calls to the company are answered by a real person, not an automated attendant. "But for those who prefer an impersonal touch," deRenzy jokes, "we have email and voicemail." Her company's flexibility and responsiveness are a breath of fresh air compared to the way some of the industry's larger companies do things. deRenzy and her staff even encourage prospects to call competitors' "customer service" lines to get an idea of the treatment they can expect.

Knowing Customers, Knowing Equipment

"As a small company, we know our customers, and our customers know us," says deRenzy. "This allows us to provide the best fit for their specific needs. They trust us to recommend the equipment that is going to serve them best. They don't have to be experts, because we already are. When your name is on the door, you give it that extra effort.

"We're part of this community. We live here. A dissatisfied customer is not a statistic to us; it's a situation we take personally. We ask ourselves, 'How do we fix the problem, and what do we do differently next time?'"

Choosing the Best for Its Customers

As an independent dealership, deRenzy Document Solutions can sell whatever equipment it chooses, and it only chooses the best. That's why it has been carrying



"deRenzy Document Solutions shares the Kona Minolta vision and commitment to delivering the most innovative and market-leading products and solutions to its customers. Establishing such successful partnerships better addresses the evolving digital imaging and document solution needs of customers."

— Alan Nielsen, Executive Vice President, Dealer Sales and Administration
Kona Minolta Business Solutions U.S.A., Inc.

the award-winning product line from Kona Minolta Business Solutions U.S.A. for 22 years. The brand has been at the forefront of the transition to digital imaging. The dealer also has secondary vendors for specialty products, so customers can be assured that whatever their imaging needs, they can be met by the highest quality equipment.

Long ago deRenzy found that happy employees lead to happy customers. "As a company, we don't micromanage," she says. "I like people to feel comfortable, so I promote a relaxed atmosphere. Employees who have worked elsewhere in the industry comment on how pleasant it is here. The main thing is to treat everyone respectfully and professionally." It's no surprise then that there are employees who have been with the company for 20 and 30 years. Likewise, customers have been with the company for nearly that long.

Happy employees, satisfied customers, outstanding equipment, unparalleled service. In a business that's all about the image, it's easy to see that deRenzy Document Solutions has so much more to offer.

deRenzy
DOCUMENT SOLUTIONS, INC.

130 Doty Circle, West Springfield, MA 01089
75 Charter Oak Ave., Hartford, CT 06106
413-739-4706 / 888-739-7131
www.derenzy.com

