

So you want to buy a copier from Xerox, Canon, Pitney Bowes, Ricoh/ Ikon or Konica Minolta ...



... a few things to consider!

- 1). Except for Xerox, expect to pay shipping charges every time that you order toner. This will typically be \$10.00 or more for each delivery and easily adds \$0.0010 to your quoted cost per copy.
- 2). Many National copier vendors will charge you full List price for Waste Toner bags and Staples plus freight.
- 3). Should you unexpectedly run out of toner and need a new supply the same day, most National copier vendors will have no stock on hand locally to give you. Depending on the vendor and the shipping point it could be 2-3 days before you receive your order. Emergency shipments usually costs \$25.00 or more in shipping charges.
- 4). You are being offered Free Copies/ \$\$\$ Vouchers/ TVs/ Cameras, etc. to help convince you to choose a copier vendor. Well, nothing is really free! What is happening is that your Sales representative has built into the cost of the copier these Value Added "Freebies". In reality, you are paying for these attractions in advance plus interest. Free copies are usually an indication that the Sales rep has built a "Copy Block" of prepaid service into the rental of the copier. If you do not use them all you will have paid for copies never made.
- 5). "Professional Services" fees ranging from \$125.00 to \$195.00 per hour are often charged after the sale for National Copier Vendor Service technicians/ Engineers to re program your copiers, upload firmware updates into your copier, retrain your employees or troubleshoot the installation of new software. Usually, the National Vendor salespersons will be forced by their service Depts. to include 2-4 hours of "Professional Services" in the cost of copier you are considering purchasing. In these 2-4 hours the copier must be delivered, installed on your network, print drivers loaded on your PC's and train your users. This is a very challenging task in that amount of time if your copier can copy, print, fax and scan. The result is often an incomplete install and a limited training experience.

Often, your own IT support people are expected to load the Print Drivers on your PCs at your expense.

6). Expect to have to sign a lot of different pieces of Documentation (up to 14 pages with some Vendors) before you can order your copier. National Vendor Sales representatives are trained to tell you that this is to fully describe the services provided to you and to protect your best interests. In reality, these documents tightly define what is offered to you and provide a legal opportunity to invoice you for extra services provided. It is not uncommon to suddenly see your Cost per Copy service rates significantly rise either because you are consuming more toner than provided for in the documentation or a hidden “**Escalator Clause**” became activated.

7). With many National Copier vendors, the person who sold you the copier, will not usually be the person who will train your employees. Things that you were told the copier was capable of doing, suddenly become difficult to do. With a fully featured digital copier, it can take four or more hours to train your staff.

8). Unlike a local Photocopier dealer, National Copier Vendors have no real ties to the local community and often experience a significant turnover in Sales people due to the high monthly sales quotas that they must meet.

9). Within all National Copier vendors there is a distinct separation between the Sales Dept and the Service Dept., each with their own agendas. Often what the Sales Dept. promises and the Service Dept. delivers is not the same thing. Each Dept. has their own rules and procedures that are sometimes in conflict with the customers best interests. Some National copier vendors invoice \$185.00 per hour minimum for service calls not covered within the service contract.

10). A lot of National copier vendors like to talk about the security and stability of dealing with a large company. In reality, the people in these companies change quite often as corporate strategies change and new policies and procedures are introduced all the time. All National copier vendors report to their shareholders first and their customers second.

11). All National copier vendors utilize a Call Centre for the dispatch of their local Service technicians. The heavy volume of incoming calls can commonly result in long wait times of 20 minutes to an hour to place a service call.

12). With a lot of National copier vendors, if your particular issue is not resolved in the first attempt, you have to contact and re tell your story again and again to multiple different Sales people or call center agents to try and get it resolved. This can be a frustrating and time consuming process that takes you away from your business affairs. Sometimes large copier companies are frustrating even for their own employees to deal with forcing them to just go through the paces and pass along the blame.

13). Many National copier vendors now charge an extra \$125.00+ for Lease processing fees. Some charge an extra \$5.00 per month for an invoice processing fee.