

SUCCESS STORY I:

**Maximailer**

# For WestTec, it's all about service, service, service.



SITUATION

WestTec Mortgage Company, a Scottsdale, Arizona-based company with 10 employees, provides mortgages and mortgage refinancing. A small company, they rely on direct mail as a way to easily contact thousands of potential customers each week.

NEED

WestTec was using the PFE Minimailer to handle their weekly mailings. These mailings, which consisted of a bi-lingual letter inserted into a #10 envelope, had gotten up into the 15,000+ piece per week range — too much volume for the Minimailer, which is rated at a volume of 30,000/month. Mike Brandt, President of WestTec, realized

SOLUTION

Mike didn't even bother looking at equipment from anyone other than PFE. He decided to lease a Maximailer from PFE International in Phoenix, Arizona. "The most important thing to me is service," said Mike. "All of these types of machines, because of the amount of use, will require service. I need to know I'll receive service quickly. We use Neopost metering equipment, and when I call them

he needed a more robust piece of equipment that could handle his 60,000+ piece monthly volume. He was looking for equipment that was faster, easy to use and reliable. But even more importantly, he was interested in the service the folder/inserter company would provide.

OUTCOME

for service, I typically wait two days for a response. With PFE, I get service the very same day I call."

According to PFE's Folder/Inserter Specialist II, Phil Alexander, "We had a few tweaks that needed to be worked out at the beginning, because WestTec was one of the very first Maximailer installations — the kinds of things that happen with any new model of any type of equipment. But our service people handled everything quickly." Mike Brandt is very happy with both the Maximailer and PFE's service. Because of the Maximailer's

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capacity and reliability, Mike is able to easily send his volume mailings out each week. And he knows that with the flexibility of the Maximailer, he'll be able to handle more complicated mailings in the future. According to Mike, "If you live in Arizona or the Southwest, you're receiving my mailings!"

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