

Training Company: “High Impact Colour” - OKI’s MFP Helps TeamSkills Enhance Reputation for Quality

TeamSkills is a small executive management and leadership training consultancy based in Rustington, West Sussex. It has a diverse customer base, ranging from large multinationals to small start-up businesses and not-for-profit organisations, for whom it provides a broad range of skills-based training programmes. In order to retain existing clients and attract new ones, the company needs to ensure that the quality of its printed documentation is of the highest standard possible. Aware that its existing printing solution would not support the depth, detail and accuracy of colour output it needed, it decided to implement the C3530 multi-function product (MFP) from OKI Printing Solutions. “Using the C3530 MFP enables us to produce truly professional, photo-like results even on standard office paper,” said Conrad Potts, director and co-founder of TeamSkills. “And by allowing us to output documents of this quality in-house, it saves us the expense of having to outsource work to an external print house.”

Speed and Convenience

In the highly competitive world of executive training, time is a precious commodity. The C3530 raises productivity levels by printing and copying up to four times faster than comparable products from other vendors. “We keep the OKI machine very busy printing marketing brochures and pamphlets, presentation handouts and course notes. As such, the fast speeds it supports are a major bonus to us.” Having print, fax and copier capability integrated in a single device has been another important benefit for TeamSkills. “Previously, this functionality was spread across separate systems, now we can save time and reduce stress levels by printing, copying, scanning and faxing – all on the one machine,” Potts continued. Added convenience stems from the compact nature of the C3530. For small businesses like TeamSkills, office space is at a premium. The C3530 is small enough to fit easily into almost any workspace. TeamSkills has also found the printer to be easy-to-use. The C3530 is network-ready straight out of the box and has a unique operator panel which makes all functions intuitive. There have been very few technical issues since installation but when TeamSkills has needed to draw on the expertise of the OKI technical support team, for assistance with the initial configuration, for example, it has found it to be both helpful and responsive.

Bright Prospects

Installing the OKI C3530 MFP has had a significant impact on TeamSkills’ business. It has enabled the company to provide its customers with higher-quality course materials. And has allowed it to create high-impact marketing and promotional documentation and then rapidly print multiple copies for key mailings, with a considerable ease of use. With colour generally recognised as the most effective way to add impact to printed documents, arguably the most important benefit to TeamSkills has been the colour quality that the OKI C3530 MFP supports. Research shows that colour increases recall in educational materials and training manuals by 60 per cent and indicates that readers pay attention up to 82 per cent longer when colour is used. But to stand out from the competition, colour output also must be both vivid and precise. The OKI C3530 MFP has not only produced beautiful, colour-accurate documents for TeamSkills, but has done so quickly and reliably. This has been vital in enabling the training provider to build competitive edge over its rivals.