

How a renowned modeling school **reduced** printing costs, **improved** service response time, and **increased** machine reliability



BARBIZON TAMPA, FL COMPANY OVERVIEW

- Premier modeling and acting center
- 100+ employees in the Tampa headquarters
- Located in 200 U.S. cities and international markets including Bangkok, Toronto, Santo Domingo, and Japan

As a leading modeling and acting company, Barbizon Tampa, FL depends on a high degree of efficiency for its core operations. The company provides a robust curriculum that prepares clients for careers in modeling and acting, with courses designed to cultivate self-confidence, poise, and style while providing real-world industry education and professional techniques.

To support these activities, the company requires a variety of copying, printing, and scanning activities at its primary office in Florida. After repeatedly spending valuable time dealing with high printing costs, unreliable machines, and inadequate customer service, the team at Barbizon Tampa, FL decided to switch to ClearView Business Solutions for a more streamlined and cost-efficient service.

CHALLENGES

Constant service interruptions and poor customer service lead to unsustainable printing costs

As clientele continued to expand at the Barbizon Tampa, FL location, the company saw a dramatic spike in the need for high-quality printed materials. In addition to supporting a robust modeling and acting curriculum, these printed materials were being used for sales, marketing, and event collateral on a regular basis.

Prohibitively high printing costs

Slow service response time

Unreliable printers and copiers

Upon closer review, the Vice President of Finance at Barbizon Tampa, FL noticed that high printing costs were beginning to cut into margins. Her direct reports often complained that machines would fail right in the time of greatest need, a problem made worse by the previous vendor's inability to quickly send out a technician to address maintenance issues. The VP soon realized that these unnecessary limitations were becoming cost-prohibitive, which led her to engage ClearView Business Solutions for the solution.

SOLUTION

A reliable printing solution that puts Barbizon Tampa, FL first

Since moving to ClearView Business Solutions, Barbizon Tampa, FL has noticed marked improvements at its Florida office. First and foremost, the company now benefits from proactive customer service: instead of waiting until supplies run low, the ClearView team automatically sends toner and obtains meters at specified intervals. When issues do arise, the ClearView service team responds quickly to ensure little to no interruption in copying and printing services.

This allows Barbizon Tampa, FL to focus on executing daily operations without dealing with downtime. This includes producing high-quality color prints for marketing and events, as well as the regular scanning, copying, and faxing operations that keep the business running on a day to day basis. Since moving over to ClearView in 2018, Barbizon Tampa, FL has implemented Toshiba multifunction printers across all of its departments, including sales, human resources, and accounting.

- ✓ Significant reduction in annual printing costs
- ✓ Proactive customer support each and every time
- ✓ Little to no equipment downtime

"We now have ClearView machines across all departments. Support and cost of ownership have vastly improved."

ABOUT CLEARVIEW

ClearView Business Solutions specializes in document-based technology solutions. Companies from around the country turn to ClearView to improve document workflow, document compliance, and copier/printer budgeting needs through creative solutions. Learn more about ClearView.

"ClearView sends toner automatically to avoid interruption, allowing my teams to focus on the more important tasks at hand."

Cathie Rossman

Vice President of Finance, Barbizon Tampa, FL