



Lori Cross
Product Development Specialist
Central Minnesota Credit Union



KEY BENEFITS



Reliable, immediate
customer service



Seamless implementation



Cost-effective bundling
of solutions



One vendor for
multiple technologies

CENTRAL MINNESOTA CREDIT UNION NEEDED QUICK, EFFICIENT SHREDDING SERVICES— AND MARCO CAME TO THE RESCUE

“My goal was customer service. From already having our print solution with Marco, we knew that Customer Service always responds to us quickly, and they are always friendly and have lots of information,” said Lori Cross, Product Development Specialist at Central Minnesota Credit Union (CMCU).

CMCU faced a tough situation with unreliable customer service from their previous vendor; numerous branches had difficulty reaching their shred services personnel, and Cross said her team felt overlooked.

“As a financial institution, our members’ privacy is of critical importance to the credit union, so the partners we work with at CMCU need to share that passion,” said Cross. “Having a partner who is responsive to our needs and provides great customer service is exactly what we need to bring CMCU’s best to our members.”

Thankfully, a Marco Technology Advisor left his card and information about shredding services, and Cross made the call. After meeting with the Technology Advisor, she learned about Marco’s shredding style, as well as bundling their Marco copier/printer services with shredding for additional cost savings.

THE SOLUTION

“We came up with a solution together between the credit union and Marco, and we switched over seamlessly,” Cross said. The credit union terminated their agreement with the previous provider and transitioned to Marco.

With 21 branches and a few service centers, CMCU needed professional assistance. Marco installed shred bins quickly and designated drivers to all locations. A few branches needed uniquely-sized shred bins. “We had built-in shred cabinets for two branches because they’re really small. The standard shred bins didn’t fit any of them. But the shred driver came in and looked at them and came up with a solution pretty quickly,” Cross said.

After the new bins were delivered, Marco scheduled recurring shredding services. Cross said that the process and working with Marco is so easy, she forgets about it until the shred truck pulls up.

CASE STUDY // SHREDDING



Since 1939, Central Minnesota Credit Union has been centered on members, success and consistency.

The credit union started in Melrose under the philosophy of “people helping people.” Every member is also an owner, as dividends are returned through lower fees and better rates on savings accounts, loans, etc. The Board of Directors is made up of local, elected members who volunteer their time.

As a member-owned organization, CMCU enhances members’ lives through strength, service and growth. The company is committed to serving communities by sponsoring events, volunteering and contributing to local organizations. These commitments are the foundation of the credit union, the reasons for success and financial stability.

In addition to the thousands of pounds of paper CMCU shreds each year, the company also has old computers, hard drives and other technology that need to be recycled.

I would absolutely recommend Marco—not only for their customer service, but because they feel their customers are very important to them, and you can tell.

One day, Cross mentioned electronic waste to her Technology Advisor, who explained Marco could offer them e-waste shredding too. Cross presented the solution to her managers, who detailed that their electronics had to be destroyed in specific ways for security purposes. “Having the hard drives and consoles destroyed properly was a really big concern for us. Understanding that Marco can handle it was very positive,” Cross said. She explained that her branches appreciate Marco’s shred advantages, including the Certificates of Destruction they receive.

CMCU now chooses Marco for their print and shredding services across all locations. The convenience of one reliable vendor still impresses Cross, especially during expansions and mergers. “The more I cut down those vendors for all of these solutions, it just makes the transition easier. I would absolutely recommend Marco—not only for their customer service, but because they feel their customers are very important to them, and you can tell.”