

Ask any commercial print shop owner or operator what they “do,” and note the hesitation as they try and unpack, “well, everything” in a way civilians can understand.

“On a daily basis, it’s mostly quoting new jobs, managing employees, a little bit of production, organizing workflow, researching opportunities, and some design work,” said Chris Olsen, owner/operator for Minuteman Press. “But first and foremost, it’s customer service. We are in the relationship business. Everyone leaving happy is the priority, regardless of what anyone orders.”

Which is why when he bought the store almost four years ago, and the inherited equipment didn’t behave, he knew his customers’ happiness – i.e. the life of his business – was at stake.

“Printing issues are expected,” explained Mr. Olsen. “But we had customer service issues getting the help we needed to fix them. Xerox™ is Xerox™ regardless of who you buy it from, but we wanted someone who could handle problems like we wanted.”

At Kelley Create, we know putting the proper production pieces in place for our commercial print partners – across copiers and printers, digital production systems, and workflow automation – works wonders. But that’s only part of the puzzle.

“They go to bat for us,” said Mr. Olsen. “I call, give the machine ID, and someone comes out sometimes same day, but definitely by the next day. And the tech that gets the call always follows up, even just to say they’re on another call and stuck for a specific time, but they’ll be there by x-time.”



**“I felt 95% of people dropped the ball. At the end of the day, we’re all doing the same stuff for similar prices with similar problems. But with Kelley Create, I can call right now, and they’re here in ten minutes to help with whatever. I feel like they care.”**

–Chris Olsen, Owner/Operator, Minuteman Press

We go to bat for our commercial print production partners so they don’t drop the ball for their customers. That means – along with fast and responsive service – we set up success with workflow automation systems that streamline getting the project from the client to the machine, offer ongoing training for every piece of up-to-date, innovative equipment we provide and sell and source every supply a print production shop could need. And if we don’t know, we’ll Create our partners with someone who does. It’s just how we roll.

“I’d describe Kelley Create as very attentive. I’m most proud the majority of our customers say we do a great job making sure they’re happy, and that’s why they return. Working with Kelley Create helps with that relationship,” concluded Mr. Olsen.

[Learn more](#) about Kelley Create's Print Production services.