



## CASE STUDY



### Sammons Financial Group

Sammons Financial Group is located in West Des Moines and works with several successful financial services companies to offer services like retirement products, annuities, life insurance, and more. Sammons' member companies operate in Iowa, Illinois, South Dakota, and North Dakota.

#### THE CHALLENGES

Sammons Financial Group operates their own print and mail shop in West Des Moines, where they mail a wide variety of financial documents for their clients nationwide. Denny Ripperger, Team Advisor at Sammons, operated Pitney Bowes mailing equipment to get the job done, but the equipment was wearing down. "We placed service calls on the machine and the response time would be tomorrow afternoon. We were always down," said Ripperger. "I had to climb the ladder just to get a response every time and that gets old."

With the help of Sammon's Procurement Officer, Jesse Reinking, Ripperger went looking for a new postage meter and a new inserter. "Pitney wanted to renew our lease but we had lots of issues. We also looked at Neopost-Hasler," Ripperger said. "Our decision was between LRI and Pitney Bowes."

#### THE SOLUTION

Ripperger and Reinking eventually decided to purchase new Pitney Bowes equipment from Laser Resources (LRI) in the fall of 2013. Reinking liked the fact that Sammons could get industry-leading equipment with local service. "Bob (Lashier) told us that Laser Resources was family-owned and local. We liked that," Reinking said. "It felt like we usually got the run-around from Pitney Bowes."

#### THE RESULTS

Sammons still works with award-winning Pitney Bowes equipment, but now they have local mailing experts to help service and support them whenever they need it. "The other day, we broke a belt on the machine. Within 30 minutes, a service technician was here," Ripperger said. "In my old scenario, I'd still be sitting here with the machine down. Now, we get service and that's the great thing about it."

Throughout the sales process and installation, Reinking felt confident with the LRI team. "LRI has integrity. I feel like I get straight answers," Reinking said. "It was a comfortable sales process; not a lot of pressure."

Even after the sale, Ripperger was impressed with the follow-up he received from LRI's local service technicians. "For the first few weeks, they would stop in and see how it's going," Rippergersaid. "That kind of follow-up is important."



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**Denny Ripperger**  
Team Advisor  
Sammons Financial Group

Sammons Financial Group helps clients with the following financial services:

- Retirement Products
- Annuities
- Fixed Annuities
- Life Insurance
- Variable Life Insurance