



Sloan's Motorcycle & ATV Supercenter

Customer case study

TECHNOLOGY/PRODUCTS

- Fargo Persona® C30 DTC Printer/Encoder
- Asure ID® software

"The process is 100% better today than what we had before."

Jolene Messmer,
Executive Assistant

Sloan's Motorcycle & ATV Supercenter



Top Reasons Why Sloan's Chose the Fargo Persona® C30 DTC Printer/Encoder:

1. Two-sided printing capabilities with color at least on one side for personalization
2. Easy plug-and-play capabilities of the printer
3. Affordable solution for customer loyalty programs
4. Customer service enhanced by ability to manipulate the design of personalized cards

Sloan's Motorcycle & ATV Supercenter Provides Super Marketing Programs Using ID Cards

The Challenge

Riding a motorcycle is all about balance. Sloan's Motorcycle & ATV Supercenter owners know that. While Sloan's is a premiere motorcycle, ATV, scooter, utility vehicle and trailer dealership selling equipment, accessories and parts in the heart of Tennessee, it also has a softer side. It participates in charitable events that raise money for worthwhile causes, including the Pediatric Brain Tumor Foundation, the American Heart Association Rutherford County Heart Ball and many others. It also sponsors the Mid-Tennessee Motorcycle Education Center, where students can learn to ride safely.

Sloan's has been in business since 1960, making it the oldest dealership in the southern region. Recognizing the value of customer service and marketing promotions, it often partners with community organizations, offering gift cards and discounts to event participants. The person with the best chrome at Sloan's Custom/Vintage Bike show, for example, can take home a card worth \$100 in merchandise at Sloan's. At the Rubber Duck Derby in support of the Child Advocacy Center, \$100 gift cards are given to lucky recipients.

Even referrals are treated as opportunities to forge lasting relationships. Individuals who refer their friends to Sloan's for a vehicle purchase receive a \$25 thank you gift card.

In the past, Sloan's had purchased pre-printed cards. Jolene Messmer, executive assistant to the Curtis Sloan, the son of founder Bill Sloan, wanted more. She knew that Sloan's valued personal service and wanted to reflect that in their marketing efforts.

Solution Found

Messmer realized she could print ID cards herself for marketing purposes. Working with ID Wholesaler, she did her research and found a printer in her price range. "I told the salesperson what we were going to use the printer for, and he suggested the Fargo Persona® C30 Direct-to-Card (DTC) printer/encoder," she said. DTC technology, the most widely used technology for desktop ID card systems, transfers images directly onto the surface of a plastic card. An integrated ribbon cartridge eliminates the need to load ribbons and clean rollers. Messmer also purchased Asure ID® software to design and produce the personalized ID cards.

"I asked a ton of questions before I bought," she said. "I wanted two-sided printing with color on at least one side. I wanted a low-cost printer. I wanted to be able to manipulate the design." Marketing cards produced by Sloan's generally have a colorful image on the front, representing an event or promotion. The dollar value of the card is also prominent on the front, and individual names are sometimes added to enhance the personalization. The back of the card contains redemption details and the card's expiration date. Messmer assigns a card number to each card for tracking purposes.

Messmer doesn't anticipate a need for technology in the card as each card must be redeemed for its entire value at one time. But she knows the printer can handle technology, if her needs change. She was happy with the people from ID Wholesaler who led her to the Fargo C30 printer. "They were very sweet," she said.



"Jolene wanted the ability to customize different types of card templates easily for printing gift cards and prepaid maintenance cards. Knowing that Sloan's uses cards primarily for marketing led our account manager to recommend an entry-level printer that is easy-to-use and cost effective."

*Jennifer Clancy,
Marketing Manager
ID Wholesaler*

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"Jolene wanted something that was easy-to-use and reliable, since this was her first experience with an ID card printer," said Jennifer Clancy, marketing manager, ID Wholesaler. "She wanted the ability to customize different types of card templates easily for printing gift cards and prepaid maintenance cards. Knowing that Sloan's uses cards primarily for marketing led our account manager to recommend an entry-level printer that is easy-to-use and cost effective."

Messmer taught herself how to use the printer. "It seemed easy enough to me," she said. She now designs and prints the cards right at her desk as they are needed. Her only regret? "I wish I had better design abilities, but I do fine," she said.

"The Persona C30 is the ideal solution for small- to mid-size businesses with membership or customer loyalty programs," said Apryl Erickson, director of North American Sales, Secure Issuance, for HID Global. "It offers users a hassle-free experience, making it simple and affordable to create customized loyalty cards and badges with superb print quality."

Results

"We have found tremendous benefits using the Persona C30 card printer," said Messmer. "Every month, we track the amount people spend in the store when using a card, comparing their invoice to the dollars redeemed from the gift card. People spend many times more than the amount on the card."

In addition, she likes the process better. "The process is 100 percent better today than what we had before," she said, "because we can manipulate each card if we need to. Before we began printing our own cards, we couldn't make them personal. We're all about personalization here."

Messmer's boss, Sloan's Executive Vice President, recently used the printer as a "Best Idea" at a business group he attends, and another dealership bought one, too.

"I'm all about customer service," said Messmer. "If this is a way to make people feel that they are special, I say 'go for it.'"

About HID Global

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