

# True Group and Pitney Bowes build true partnership for global break-fix service.

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## Client profile

**True Group, Inc.**  
truegroup.net

- Certified woman-owned business with hundreds of employees in six offices across the U.S.
- Provides technology and change management services to businesses of all sizes
- Focuses primarily on serving the life sciences, retail, restaurant, and private equity sectors



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## Overview

True Group, Inc. is a privately held, certified, woman-owned consulting firm headquartered near Chicago. Employees in more than 30 states offer clients strategy, digital and executive advisory services, as well as training, managed services and user support.

True Group partnered with Pitney Bowes Global Services when a customer requested help providing warranty service on food-dispensing kiosks throughout the U.S. and Europe. Now, skilled Pitney Bowes technicians respond in a timely manner whenever the True Group client needs break-fix support for kiosks under warranty.

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## Business challenge

When a company needs assistance with technology, True Group can help. "Our firm has the resources and expertise to fill any IT-related need for any company," says Bill Budig, CIO. However, for needs outside of IT when True Group partners with a third party, Pitney Bowes is its strategic partner.

Two years ago, True Group found itself in this situation. A company that manufactures food-dispensing kiosks engaged the firm to provide IT services. It was also looking for help with warranty service on kiosks installed in customer sites. The business was building a presence in six countries and growing fast. Its executives didn't want to build out an internal team of geographically dispersed kiosk technicians. Neither did True Group.

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— Bill Budig, CIO, True Group, Inc.

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## Services used

- Pitney Bowes Global Services

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— Bill Budig, CIO, True Group, Inc.

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“The company came to us for help with things we’re really good at, but break-fix service on that equipment is not one of our core competencies,” Budig says. “We needed to bring in an external partner.”

## Solution

After considering the options, True Group selected Pitney Bowes Global Services. “Pitney Bowes was the obvious choice to provide warranty repairs for this client,” Budig says. “They are one of the premier companies doing this type of work, were highly recommended and they have a presence in every country where our client was looking to do business. It’s crucial to have local technicians who understand the language, customs, and any applicable regulations — and it would not be efficient for us to deal with different partners in every country to get that local knowledge.”

The rapidly growing manufacturer now has 500 food-dispensing kiosks that are under warranty and installed in customer sites. When one has an issue, the manufacturer calls True Group. If the issue requires an onsite technician, True Group routes the call to Pitney Bowes, and a Pitney Bowes field technician performs the work.

When purchasing a kiosk, the end customer — typically a university, hospital, hotel, or corporate campus — has a few options for speed of warranty service to meet expectations for kiosk uptime. Pitney Bowes keeps True Group apprised of services provided and technician performance through regular reports and an online dashboard.

## Benefits

True Group is pleased with the skillset and professionalism of the Pitney Bowes field service technicians. “At the end of the day, the relationship is between us and our client,” Budig says. “We are happy with how the Pitney Bowes technicians are representing True Group. Over the course of our partnership, they have consistently met service delivery expectations. In fact, in some cases, they have overdelivered.

“We have a very good partnership,” Budig emphasizes. “We know that if Pitney Bowes has an issue with what we’re doing, they’ll talk to us about it and we’ll work through it, and vice versa.”

The kiosk vendor has been so pleased with the warranty service that, as the warranties begin to expire, it will recommend True Group and Pitney Bowes for ongoing repairs and maintenance. “The client’s management team will be referring their customers to us because they have confidence in the techs and the procedures,” Budig says.

Ultimately, having a partner like Pitney Bowes significantly extends the reach of True Group. “Pitney Bowes is really good at what they do, and they’ve built the global infrastructure to efficiently provide these services. Their support technicians are in the right place at the right time to do the work we need to get done,” Budig concludes.



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