

Cheque this out!

ASAP Cheques, Forms & Supplies can ship members' cheque orders in 24 hours.

Front-line staff rave about them. And really, what other company takes online orders for cheques and ships them the next business day – sometimes that same day?

ASAP Cheques, Forms & Supplies – that's who.

Like many people, ASAP president Les Cseh was frustrated by the week-long (or more) waits and high prices associated with ordering new cheques. "I think many people have either felt that they were being gouged when they ordered cheques or were terribly inconvenienced having to wait one to two weeks to receive an order," Cseh says.

The Internet, reasoned Cseh, who is a software technologist, was ideal for modernizing and streamlining this outdated cheque-ordering process. Cseh launched ASAP, based in Gananoque, Ont., and was so swamped by orders from United States businesses that he opened an office south of the border. With the US subsidiary

for business and computer cheques, Cseh says. Credit unions have the option of passing these savings on to members or increasing their revenue.

The ordering process is fast, too. With other companies, order placement can be cumbersome and time-consuming. With ASAP it takes, on average, one minute to enter an order, and the software remembers the account and order information for future orders. Order status, history and rebates can be viewed online at any time. Online ordering in French is almost ready. "We will even work with your front-line software vendor to integrate our cheque ordering software," says Cseh. Alternatively, ASAP can set it up so that members can place cheque orders by themselves.

ASAP provides free test orders to show it delivers on its promises. The company will arrange a one-hour training session via telephone to ensure employees are comfortable with the process. "Give us a call and within minutes credit union staff will see for themselves that it's as easy as we say it is," Cseh adds.

ASAP isn't just about efficiency, speed and value. Its quality cheques have a unique high-security feature – a heat-activated colour image on each cheque disappears when rubbed with a finger, reappearing when the rubbing stops – that can't be replicated without highly specialized equipment.

Not only does ASAP save credit unions time and money, its corporate ethics also mesh well. For example, ASAP is offering cheques specially designed for Remembrance Day to honour Canada's war veterans. For every order, says Cseh, ASAP donates a portion to programs that assist veterans and their families. Other programs to support local community projects such as food banks are also in the works.

For ASAP, that's cheque-mate!

Go to <http://www.asap-cheques.com/fi> or call 888-3-CHEQUE.

tallying impressive results, Cseh turned his attention back to the Canadian market, attracting 40 credit unions and two caisses populaires as clients in just over a year.

ASAP's strength lies in its quick turnaround of orders and high-quality cheques. Whether it's 50 cheques for a senior citizen, or thousands of cheques for corporate and government clients, all orders receive the same speedy service. "We accommodate the needs of both large and small credit unions," says Cseh.

In the highly competitive financial sector, credit unions are always looking for ways to cut expenses. ASAP charges 15 to 20 percent less than the competition for personal cheques; the savings are considerably greater

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