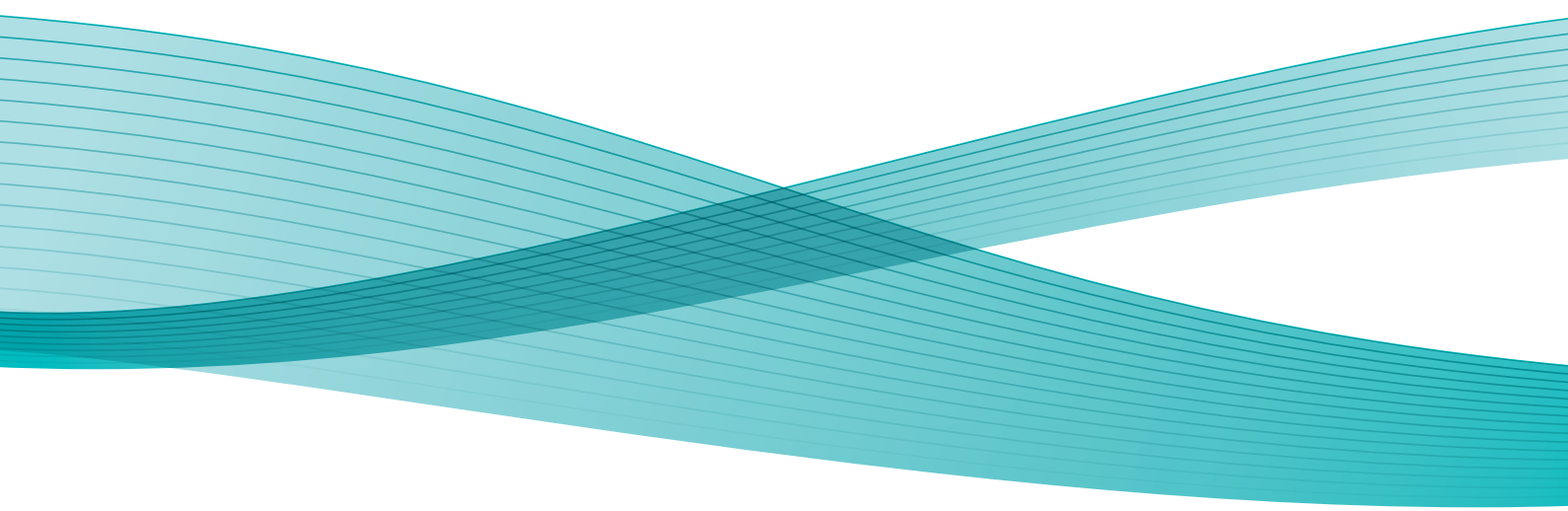


Client
Best Denki
Industry
Retail



Giant consumer electronics retailer ups customer satisfaction with document management solution



Best Denki, a leading operator of consumer electronics stores, adopts a Fuji Xerox solution to improve its delivery document workflow and ultimately, customer satisfaction.



Introduction

Best Denki opened its first Singapore store in Plaza Singapore, nearly 20 years ago. Today it has 10 stores in Singapore retailing electrical, computer, electronics and household appliances, and has become a household name. Best Denki Singapore has staff strength of 350 and enjoys an annual turnover of S\$250 million. The Singapore operations accounts for 80% of Best Denki's sales outside of Japan.

The Challenge

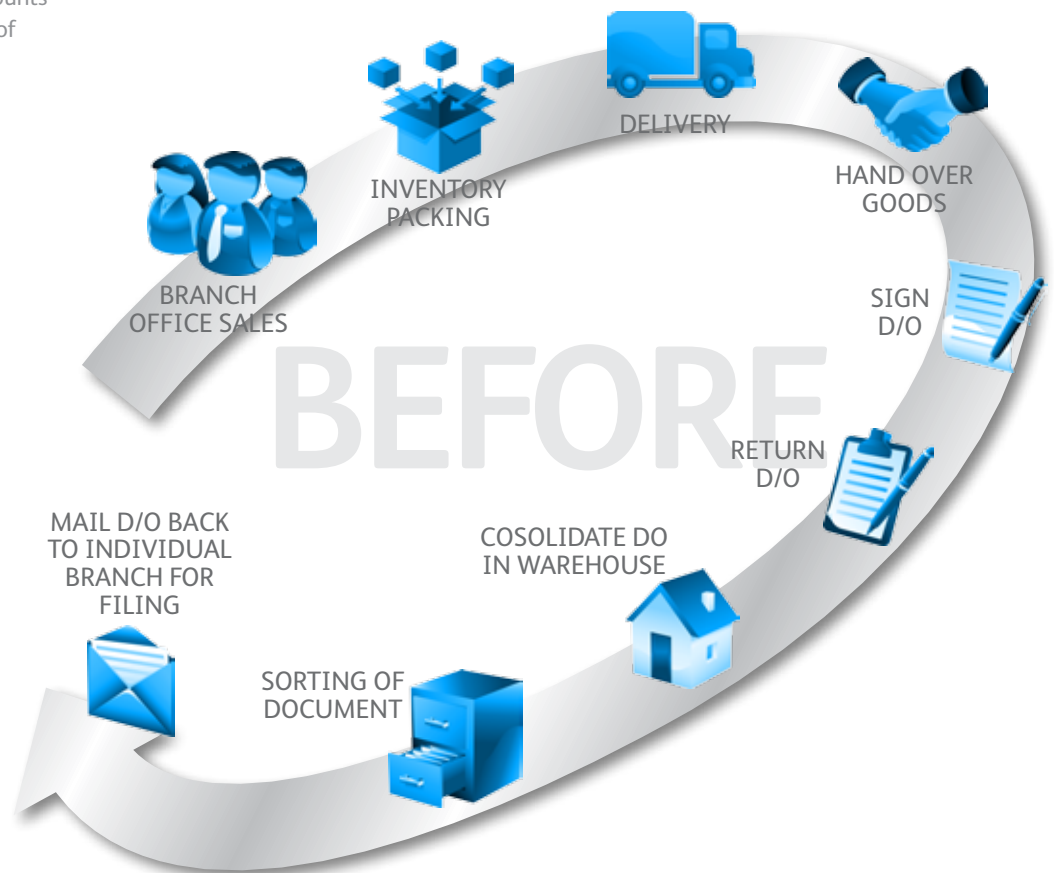
Best Denki fulfills over 200 delivery orders (D/O) a day, seven days a week. Its document archiving was done manually where delivery orders ended up in the warehouse after delivery of goods to customers. At the warehouse, staff would post each D/O into the system before consolidating the D/Os by the different branches. They would then send the D/Os to the respective branches for filing, which takes up valuable space.

The process involved enormous amount of paper documents, manual manpower and costs. It was far from ideal:

- Time consuming. It took anywhere from three days to a week for documents to be manually sorted and mailed to the respective branches.
- Misplaced documents. Signed delivery orders risked being torn, misplaced or lost.
- High costs. Documents had to be transported to and from warehouses and the different branches.
- Space wastage. Every branch has to cater for space to file the documents.

Furthermore, when customers called branches to enquire about their purchases, branch office staff would have to search and retrieve the D/Os manually. Again, it was not only time consuming, but the manual process was vulnerable to misfiling, loss and even damaged D/Os. Customer response time was affected and so was customer satisfaction.

Best Denki's growth compounded this problem because as its business grew so did the volume of D/O transactions between warehouse and branches.



The Solution

Fuji Xerox solution comprises both Fuji Xerox hardware and software (ApeosPort, DocuShare and ApeosWare Flow Services*), with the emphasis on business processes rather than product and technology.

The new system automates document archiving at the warehouse. Warehouse staff continue to post D/Os into the system. They scan each D/O which gets uploaded automatically to DocuShare and filed in the respective branch's folder.

The solution eliminates both the laborious process of sorting D/Os for different branches and the courier costs to send the physical D/Os to the branches.

For the branches, D/Os are now available to them faster. Search and retrieval are also faster resulting in improved response time to customer enquiry and therefore customer satisfaction. With electronic filing of all D/Os, there is little or no chance of misfile, loss or damage to D/Os.

*previously known as CentreWare Flow Services

Double the Success

A few months after the successful implementation of the delivery order solution, Fuji Xerox developed and implemented a solution that enhanced the workflow for Best Denki's Extended Warranty Program.

With the Extended Warranty Program customers have the option to extend warranty of their purchases for a small fee thus protecting their investment for a longer time. Like the delivery order solution, all warranty certificates are scanned and stored into DocuShare.

Customers who wish to claim warranty can now walk into any Best Denki store where previously, they had to go to the branch where they made the purchase. Best Denki staff are able to access the information on their terminal screen to immediately verify and execute the warranty transaction. This fast service response has certainly resulted in higher customer satisfaction for Best Denki.





"I advise customers to think out of the box. Replacing a copier is actually an opportunity to improve work efficiency, reduce cost and improve customer service. And that's what Fuji Xerox does so well: we provide our customers with business solutions, not just a box."

Willie Lim
Technology & Solutions Marketing Manager
Fuji Xerox Singapore

The Benefit

Fuji Xerox worked closely with Best Denki to find the best solution to meet the giant retailer's needs. Taking pains to understand Best Denki's processes and needs was a necessary step prior to proposing the appropriate and ideal document imaging and management solution to the customer.

The results speak for the success of the solution. It has helped Best Denki to:

- Save space. Most documents have been digitalised and no longer require filing space in branches or warehouse.
- Save time. With Duplex Automatic Document Feeder, signed documents are processed faster as they are scanned and filed automatically. The process has been reduced to a day from three days.
- Retrieve document faster and easier. With DocuShare administrative staff at any branch are able to retrieve documents easily and quickly.

Best Denki branches experienced higher productivity and efficiency thanks to reduced paper work and improved workflow. Best of all, the faster turn-around time has led to higher level of customer service and customer satisfaction.

With Fuji Xerox solution of an improved delivery document workflow, Best Denki enjoys higher productivity and greater efficiency in its branches. The reduced paper work and faster turn-around time have helped Best Denki achieve better customer service and customer satisfaction.

Solution at a Glance

Fuji Xerox Solution:

- ApeosPort
- DocuShare
- ApeosWare Flow Service (CentreWare Flow Service)
- Consultancy

Benefits:

- Space saving
- Time saving/Higher productivity
- Faster and easier document retrieval
- Faster turnaround
- Improved customer service and customer satisfaction



For more information or detailed product specifications, call or visit us at

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