

SMEs Drive Business Productivity with Fuji Xerox Customer Support Services



“As the CEO of a SME, you’re also the CMO, CTO but I didn’t want to get involved in fixing things. Having the LogMeIn customer support service to resolve issues remotely and immediately saves us time, money and most importantly, gets us back on the road again quickly.”

– Mark Laudi
CEO
Hong Bao Media



Fuji Xerox’s online support center and technical support centers received the SCP certification in 2011, meeting the worldwide best practice benchmark in customer support operation within the technical support industry.

Background

Surviving and differentiating your business in the highly competitive and fast paced Singapore economy provides a tough landscape for Small & Medium Enterprises (SME).

The Challenge

When facing technical issues, SMEs typically do not have a dedicated IT department to rely on, resulting in a reliance to source for external technicians or engineers to troubleshoot even the most basic problems from installing drivers to removing a paper jam. Further complicating matters, a technician will invariably take a day or two to reach site. Support outside office hours is further unlikely. Without a reliable partner to turn to, these issues will have direct impacts that result in downtime, lost revenue or additional cost for troubleshooting services.

Understanding the needs to provide proactive, scalable and hassle-free support to SMEs, Fuji Xerox has designed Customer Support Services that drive productivity improvements, reduce resolution time and maintain business uptime.



Mark Laudi, CEO Hong Bao Media

Hong Bao Media is an integrated television news producer of sponsored current affairs reports for content marketing, international

communications, investor road shows and events. Looking beyond the fundamental needs of printing, scanning and faxing, Hong Bao Media was keen to partner with an organisation that offers robust and reliable after-sales customer support. This was especially important on account of the lack of in-house dedicated IT personnel to support the troubleshooting and resolution of technical issues.

An example of the benefits is Fuji Xerox’s Technical Support Center. One of the staff at Hong Bao Media was experiencing a network issue with the Multi-function Device (MFD) after upgrading the PC with another operating system. In less than 10 minutes, a support engineer used LogMeIn Rescue to access her desktop, install a new printer driver and resolve the issue.

The **Technical Support Center** is staffed by a team of customer-focused and highly skilled industry certified IT professionals who utilise state of the art facilities and technologies such as **LogMeIn Rescue**, a real-time remote access tool where a Fuji Xerox support engineer can initiate an online session with customers to resolve the issue on their desktop immediately.

In addition to the significant benefits of enhanced customer support, the Fuji Xerox all-in-one MFD has saved Hong Bao Media the cost of having separate printers and scanners, improved its efficiency and eliminated the need to outsource printing of marketing collaterals.

Delivering exceptional customer support

Providing pre-emptive and quick resolution

DAISO
JAPAN

Veron Bee, Assistant Manager Daiso Industries Co. Ltd

Since opening its first store in Singapore in 2002, Daiso has warmed the hearts of locals by providing a unique shopping experience with a wide variety of quality products at an affordable price. With plans to open its 9th & 10th stores in 2012, Daiso is expanding its reach to cater to growing demands.

As a partner of Fuji Xerox, Daiso has benefited significantly from the advantages of the tele-support at the Customer Support Center. According to Veron Bee, such customer support has helped maintain their business uptime significantly. "Instead of waiting for service crew or technicians to visit our store, which might take a day or so, Fuji Xerox is able to resolve our problems over the phone within minutes and that enables us to resume our operations quickly."

Fuji Xerox's **Customer Support Center** provides tele-support to customers not only to resolve their technical issues but also to conveniently provide product-specific information. The team of customer support representatives are focused on solving problems and providing first call resolution.



Joe Wong, Project Director WorkSpace Pte Ltd

WorkSpace provides specialist office planning solutions with tailored products and services ranging from open office system furniture, seating, customised tables and storage systems. Commencing business

in October 2005, WorkSpace has built an enviable list of clients. Essential to acquiring and retaining these customers is the need to provide the highest level of service, and prompt and responsive handling of the customers' needs.

To meet customer demands, WorkSpace chose Fuji Xerox due to its requirements to have the finest and best of color printing to produce artworks and artist impressions. Besides print jobs in the best of quality, **On-site Support** was also prompt as recalled in Project Director Joe Wong's personal experiences using the service. "There was an occasion when we had to relocate our Multi-function Device and that required specialised engineers. It was a very short notice but Fuji Xerox was able to send its engineers down very promptly."

The device used by WorkSpace is installed with a **Proactive Monitoring Service**. With this service, Fuji Xerox staff are able to proactively monitor and identify faults and low consumable levels enabling rectification of the matter. Usage and eco reports can also be downloaded providing complete visibility of the device's power consumption and usage.

Proven Customer Excellence

Fact - Things do not just go wrong during office hours. Recognising this, the **Online Support Center** provides 24/7 internet support to customers, offering them access to market-leading, comprehensive libraries of information.

The investment and commitment to customer excellence and customer loyalty has been further rewarded with Fuji Xerox being ranked first in 2010 and 2011 MarketProbe Competitive Benchmarking Survey conducted in Singapore.

Case Study Snapshot

The Challenge

- Lack of dedicated IT department in SMEs to resolve technical issues
- External IT personnel take days to respond, resulting in business downtime
- Costs and lost revenue incurred during downtime
- Lack of customer support outside office hours

The Solution

- Online Support Center – 24/7 internet support
- Customer Support Center – professional tele-support and Proactive Monitoring Services
- Technical Support Center – real-time remote access tool
- On-site Support – prompt and productive on-site servicing and maintenance

The Results

- Hong Bao Media was able to have a network problem between MFD and PCs resolved in less than 10 minutes after customer support engineer installed new print driver via Technical Support Center's LogMeIn Rescue
- Daiso installed new settings for its MFDs and resolved issues quickly via Customer Support Center's tele-support
- WorkSpace benefited from On-site Support's prompt and quick relocation of MFD to a new office. MFD is also installed with a Proactive Monitoring Service that enables Fuji Xerox staff to monitor faults and consumables. Usage and eco reports can also be downloaded.

About Fuji Xerox Singapore. Established in 1965, Fuji Xerox Singapore is the country's leading provider of new class document solutions. We offer an unparalleled portfolio of document technologies, services, software, supplies and document-centric outsourcing. Supported by an unrivalled team of industry leading professionals, we are committed to help our customers achieve increased productivity and process efficiency gains through innovative document solutions, while meeting their sustainability objectives and reducing costs.

For more information on how we help Small & Medium Enterprises, visit www.fujixerox.com.sg or call us at 6766 8888.