

FUJIFILM Electronic Imaging

Delivers excellent support with adaptable & flexible systems



FUJIFILM Electronic Imaging Ltd. (FFEI) is Fujifilm's only subsidiary which designs manufactures and markets products for Fujifilm outside Japan.

The company, established in 1997, employs over 330 staff within the UK and distributes its portfolio of products worldwide via Fujifilm subsidiaries and third-party distributors. FFEI is dedicated to providing quality, 'open' imaging systems using leading-edge, proven technologies.

Support for these systems is provided by distributors in the front-line reinforced by the Product Quality and Technical Support Team based in Hemel Hempstead.

Product Quality & Customer Support Manager Bob Willis and his team of fifteen technical engineers provide second and third line support to the company's distributors and act "as the voice of the customer" back into Fujifilm.

The business need:

Support organisations add considerably more value to an enterprise than just troubleshooting. The knowledge-base built from interaction with customers provides insight into how products are being used and what future developments might be required.

Support teams need a system that records the interaction between customer and technicians, shows the history of a support call and enables information to be used intelligently for the benefit of the whole company.

To manage this process FFEI had inherited a system developed more than ten years ago. This system was becoming unsupportable and it was not feasible to upgrade the system to a later version.



Bob Willis explains "Reporting was not adequate and it didn't handle attachments at all well." He continued, "Too much time was being spent managing the system, rather than getting on with our real task – solving people's technical support issues."

FFEI made a decision to upgrade the system entirely, replacing it with something that would add value to the support organisation, to distributors and would enable technical engineers to focus on their core operations.

The solution:

The IT department built a specification for a new system using the Kepner-Tregoe decision making model, as Bob explains, "We determined the strategic requirements (must-haves), operational objectives (wants) and the restraints (limits). Using these principles, we researched the different types of solutions available."

The high quality of training that FFEI provides to its distributor community means that most technical issues can be solved in the field without recourse to the head office support facility. "However, those that require second or third line support are generally quite complex." explained Bob, "So, we deal with a relatively small number of problems, requiring extensive communication between distributor and support engineers. These can generate long text fields on which a support system would need to be able to carry out full text searches."

IBM Business Partner

FFEI invited many solution providers to complete a tender questionnaire and then presented requirements to four shortlisted companies. This unusual step was important to help people understand FFEI's expectations, the issues they were facing and how they wanted the suppliers to use their skills and technology to come up with a solution.

Kelros offered shrink-wrapped applications with extensive customisation. "The knowledge and understanding showed by Kelros gave us confidence that they could make significant changes to their solution to meet our, frankly, untypical needs." Bob continued, "They gave us guidance about which areas of our specification could be improved, which might prove a risk and what could realistically be altered to deliver a better return on our investment. This was impressive and valuable help at such an early stage."

FFEI decided to adopt the Kelros approach, k.Support provided the backbone for the Assistance Requests reporting and monitoring system, whilst k.Sales was deployed as a CRM repository for distributor information.

A smooth roll-out without incurring the cost and disruption of training was identified as one of the restraints in the Kepner Tregoe process. With 1000+ users able to access the system and a core of 150 key users extensive training could have been costly and unwelcome, reducing the take up of the system and removing the benefits of implementing it.

"Unlike the off-the-shelf packages we wanted to provide information our way," Bob explains, "We wanted the history of the call, with the direction of the communication, to be clear from a single main page." Working closely with Kelros, FFEI was able to achieve a solution that matched their business processes, rather than the software defining how they worked.



The Benefits:

Today FFEI and its distributor community benefit from a system which provides:

- Improved tracking and monitoring of service requests
- Improved statistics collection & reporting on Service Level Agreement performance
- Better audit and monitoring of Assistance Request suggestions and responses

One of the results of the implementation has been an increase in the number of support calls being fielded by the team, without increasing staff. The team handles an increased workload though more efficient and effective working.

Distributors benefit from better quality of information, easier access to technical expertise and a faster response. As Bob explains, "It's a testament to the system that we're now handling more calls – support performance has increased because of efficiencies in the system, but also because our distributors are realising its value and ease of use."

The experience of working with Kelros has been very positive. FFEI is proud of its reputation for high quality products and services, "Our support offering is the best in the industry," says Bob, "we're determined to keep that edge and are looking at ways of utilising new technologies to maintain our lead. The Kelros team are helping us achieve our goals."

Kelros Applications

Kelros provides a comprehensive suite of ready-to-use applications that cover HR, Finance, Sales and Business Operations.

You can select from one of four distinct methodologies to implement the Kelros solutions:

- As immediate, ready-to-use, Notes Domino solutions
- As building blocks for customer tailored development by Kelros
- As building blocks for tailored development delivered jointly by Kelros and your in-house teams
- Buy then build: the open source code is provided as standard to allow you to buy a fully customisable and flexible product, a firm foundation for quickly building your own unique business solutions and rapidly deploying them to your users, while minimising long-term administration and maintenance

All Kelros applications (both ready-to-use and bespoke development) are sold with an open design, on an unlimited user, server and copies basis in a single Notes Domino domain.

All applications are available to users via the Notes client and / or a web browser, with views accessible directly in the Notes side bar and / or mobile view web access. All applications are ready for use with IBM Sametime, to allow presence awareness, instant messaging, VoIP calls and instant meetings.

We offer solutions across the following business areas:

- CRM solutions
- Customer service solutions
- Procurement solutions
- Human resources solutions
- Web content management and intranet solutions
- Reception solutions

About Kelros

Kelros specialises in messaging and social collaboration solutions built on IBM software for clients in all sectors.

Our aim is to provide clients with an industry-leading proposition, combining our deep understanding of the challenges businesses face with expert and detailed knowledge of the technology solutions. We offer a full range of services from consultation and development of a bespoke solution, through to deployment, training and ongoing support.

Established in 1996, Kelros has developed long-standing partnerships with clients through its range of integrated, easy to deploy solutions for sales and marketing, human resources, finance and operations.

All of our technical consultants are IBM-certified with extensive specialist experience in IBM Connections, Sametime, Domino & Notes. We have a dedicated support team, which supports hosted and on premise applications and messaging infrastructure for over 120 clients.

A key Kelros differentiator is IBM software licensing. Through optimized licensing agreements and dual entitlement licensing, we ensure our clients have low software acquisition costs and minimal administration tasks, whilst maximising the benefits of IBM solutions.

Kelros IBM Expertise



Kelros Software and Tools



IBM Verse & Connections

IBM Connections is a set of secure, easy-to-use collaboration tools. It combines email, messaging, online document editing and conferencing to facilitate seamless teamwork.

IBM Verse sits within IBM Connections. It's an email hosting solution that users can access from their desktop or mobile device. IBM Verse uses social analytics to help users focus on important content and collaborate easier.

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