

For a European Service Desk which reduces costs, Toshiba TEC relies on FootPrints

The User

Toshiba TEC Corporation was created in 1999 through the merger of TEC Corporation with the document management division of Toshiba Corporation. Together, the two companies can look back on long and successful history dating back over 125 years, and today the company is a global leader in the area of printing, copying, scanning and faxing. Toshiba TEC Germany Imaging Systems GmbH is responsible for sales and customer support in Germany, Austria and Spain, and also serves as the company's European headquarters.

The Challenge

With the launch of a new product series, Toshiba TEC decided to undertake an intensive review of its European service desk processes in order to better map the technological innovations within its products into its service desk support and to organize the processes more efficiently. The new system needed to cover a number of new requirements which had evolved over recent years and to offer the necessary flexibility to facilitate the easy integration of additional processes.

A multi-level European escalation concept was developed to coordinate the service desk processes between the European headquarters and the various Toshiba TEC country offices and distributors, as well as to provide an interface to the global Toshiba TEC helpdesk in Tokyo. To cover the multilevel escalation process, the scope of the system was to be extended to communications between the country offices and dealers. Other project imperatives were the development of a comprehensive and multi-language knowledge base and an interface to the worldwide Quality Management System in Tokyo.

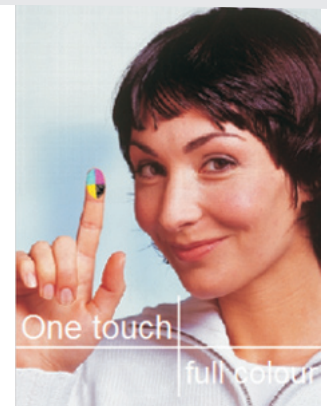
The Selection Process

In its search for a comprehensive end-to-end solution, Toshiba TEC was quickly able to narrow down the list of potential providers to a shortlist of just four. After exhaustive study, the decision was made for the Numara FootPrints solution from Numara Software. "Numara FootPrints was the most suitable product because it covered our full range of needs across Europe and provided a convincing solution for our service desk processes while eliminating the expense of software customization," says Dr. Hans-Werner Stottmeister, General Manager of Toshiba TEC Germany Imaging Systems GmbH.

"Furthermore, the projected cost-benefit ratio was outstanding, and in looking back now, these ongoing projections have been proved quite correct. We chose bnext Engineering GmbH, the Numara FootPrints distributor in Germany, for the project realization and implementation on the basis of their extensive experience in this particular area."

TOSHIBA

Beyond the productivity gains and cost savings, it was the flexibility of FootPrints which really convinced us. We have made FootPrints our strategic platform for all service desk processes.



The Solution

The project implementation was planned in two steps. In the first step, 43 country offices and distributors were connected to the service desk in Toshiba TEC's European headquarters. In the second step, the system was extended to the next level of support between country offices and dealers. The new service desk encompassed the complete product spectrum of Toshiba TEC in Europe, and the entire range of service desk processes was able to be implemented without additional programming work. The most significant of these were:

- ❖ Capture and tracking of tickets by service staff as well as self-service activities at the country office level
- ❖ Differentiated workflows depending on product line, with involvement of test laboratory beyond the second level.
- ❖ Problem escalation to European headquarters appropriate to escalation level
- ❖ Establishment of a knowledge base
- ❖ Compilation of quality data based on product serial numbers
- ❖ Integrated e-mail messaging system
- ❖ Meticulous record keeping of all calls

The complete roll-out of the first project phase took less than three months. As the second phase was just beginning, country offices were already coming with various requests to expand the scope of Numara FootPrints to encompass other processes beyond the original service desk requirements.

For example, the solution was extended to manage the dispatch of technicians to large customers and warranty services for high-value replacement parts. These additional workflows could be readily implemented in Numara FootPrints, along with an interface to the replacement parts catalog.

Summary

By redesigning service desk processes and introducing FootPrints, substantial improvements were achieved not only in day-to-day operations but also at a more strategic level. By redesigning the workflow structures and increasing direct responsibility, Toshiba TEC was able to attain new levels of transparency both internally within the service desk teams as well as externally with country offices and dealers.

A significant number of superfluous telephone calls and e-mails were able to be eliminated. In terms of efficiency and ability to provide the needed information, service was raised to an entirely new level. "Our country offices can now track the status of each individual call. Many questions don't even come to us anymore because people can find the answers they want in the knowledge base. Our staff now has more time to do its real work, which is to solve problems," says Dr. Stottmeister in summing up.

By rolling out a uniform system both in the European headquarters as well as in country offices and dealers, Toshiba TEC now has comprehensive and usable information about all problems in the field from across Europe. The powerful consolidating reporting functions enable rapid detection of opportunities for improvement in service quality as well as in the quality of products and replacement parts.

The seamless end-to-end information flow from the dealer level all the way to Toshiba TEC's world headquarters in Tokyo helps cut costs and raise efficiency.

Benefits

- ❖ Uniform European service desk system for both corporate offices and dealer networks
- ❖ Reduced turnaround times and increased productivity for over 3,000 dealers
- ❖ Powerful reporting for service desk management
Detailed information for monitoring product quality
- ❖ Cost savings
- ❖ Customer satisfaction through transparency and rapid problem solving

"Beyond the productivity gains and cost savings, it was the flexibility of Numara FootPrints which really convinced us. It enabled us to implement new business processes like guarantee handling for a fraction of the cost compared to traditional methods. We have made FootPrints our strategic platform for all service desk processes."

Dr. Stottmeister
General Manager - European Customer Support Center
Toshiba TEC Germany Imaging Systems GmbH



About Numara Software

Founded in 1991, Numara Software is a global provider of service desk management solutions. Its flagship products, Numara Track-It! and Numara FootPrints, support over 50,000 customer sites worldwide making it the leader in this market for small to mid-sized enterprises.