Konica Minolta Case Study

Konica Minolta gain a competitive advantage and colour the path of innovation with Atajo™

Konica Minolta South Africa stands at the forefront of IT intelligence. Konica Minolta is the principal importer and distributor of the award winning Bizhub range of digital multifunctional printers and production presses, in addition to laser printers and business solutions. They have a solid support infrastructure and distribution network in place – with 17 branches and 49 dealerships countrywide, catering for businesses of all sizes across Southern Africa.

They strive to deliver excellent service as well as top of the range products on demand in an affordable and timely manner. An organisation that truly believes in environmental, social and economic sustainability, as well as integrity, transparency, product excellence and exceptional service.

The Business Challenge

Konica Minolta faced many challenges owing to time delays, human error and escalation of costs due to the slow paper based process.

Konica Minolta has over 300 technicians in the field, having to travel back and forth from the office to return and capture documents, this generated massive amounts of paper work daily. The manual process of having to capture data and information into SAP for billing purposes also slowed down the overall process.

Out in the field, new service requests and tickets could not be opened and initiated whilst onsite, the technicians were therefore unable to address a customer's problem immediately. There was also inaccuracy around VAN stock in the field, and Konica Minolta needed to have a real-time visibility of their VAN stock at all times.

Konica Minolta also found challenges in the escalating costs of their call centres along with multiple telephone call outs related to the co-ordination of field service activities and service call outs. The high cost of document storage, having to archive documents for a 5 year compliance period, was also amongst their concerns. All these costs being associated to a timely and expensive manual processes.

Konica Minolta Case Study

Atajo®

The Solution Delivered

After an analysis of the business requirements, the Atajo solution assisted Konica Minolta in mobilising their systems in a real-time framework. This mobilisation of systems required full integration directly into the SAP backend system in a single customised and comprehensive enterprise application.

The solution comprised of a full mobilisation of a paper based business resulting in increased productivity, reduced travel, administration and documentation costs and improved customer satisfaction

The Atajo solution included a full electronic job card sign off application, along with electronic proof of delivery service, which assisted in immediate invoices being generated for the customer.

The application also allowed for service request initiation, with technicians being able to log and open a new ticket and address a customer's problem onsite immediately. Technicians could now work on and off line right from the customer's offices, solving and billing for issues in minutes saving travel, and administration costs.

The Atajo application also included GPS SAT navigation, along with cycle counts and accuracy of VAN stock.

Konica Minolta saved millions in documentation storage with electronic document archiving through Atajo.

Konica Minolta technicians are trained to the highest standards with each technician carrying a mobile inventory of parts, thereby reducing the customer's downtime to an absolute minimum. This increased both the technician's motivation and customer's satisfaction.

Business Benefits

- Increased **customer service**
- **Improved efficiency.** Thousands of hours of technicians time was saved per year
- **Reduced costs.** Eliminated hundreds of hours of data capture per month. Saved more than 1 million documents being archived for a 5 year period
- **Generate revenue.** Proactive call logging events onsite
- **Environmental Elimination.** Saved thousands of documents having to be archived annually
- **Improvement** in field service productivity
- **Increased** stock visibility
- Billing time significantly **reduced**
- Increased **customer service**
- **Improved** efficiency

Konica Minolta Case Study

Atajo®

Summary

Business challenge:

Time delays caused due to excessive travel, not being able to address a customer's problem on site immediately and the capturing of administration and documentation

Escalating costs due to document storage, telephone and call centre costs, and multiple call outs due to lack of stock visibility

A slow paper based process and lack of a leading competitive edge to serve their customers quickly and with their high standard of service

Service:

Field services

Solution delivered:

Mobilisation of all systems in a real-time framework, with full integration directly into the SAP backend system in a single customised and comprehensive enterprise application

Result:

Full mobilisation of a paper based business process

Increased productivity, time savings, visibility of stock and the ability to address a customer's problem on site immediately

Reduction of administration and document storage, travel costs, telephone and call centre costs

Konica Minolta Business Case

Customer service	• *Positive survey results* • *Accurate ETA*
Improve efficiency	• *Save ~ 34 560 hours of Technician time pa (12 hours per month per Technician) @ CTC of R148 p/h*
Reduce costs	• *Elimination of 516 hours per month of data capture time* • *Elimination of 6 120 data capture hours p/a* • *Reduction in Mobile Phone costs between service controllers and Field Technicians.* *This is primarily required for co-ordination of Field Operations – in excess of R1.01m p/a*
Generate revenue	• *Technician initiated pro active call logging events* • *Efficient call allocation*
Environmental	• *Elimination of more than 190 000 documents being generated on an annual basis* • *The need to archive more than 1 000 000+ documents over a 5 year period*