



# SUCCESS STORY

## Imaging Solutions Provider Boosts Productivity by 20 Per Cent with Wireless Devices for Field Engineers

IMAGING SOLUTIONS COMPANY IMAGISTICS HAS ROLLED OUT O2 XDA HANDHELD DEVICES TO ITS SERVICE ENGINEERS, ENABLING THEM TO RECEIVE AND INPUT CUSTOMER JOB INFORMATION VIA E-MAIL FROM THE FIELD. MICROSOFT® MOBILITY PARTNER ADVISORY COUNCIL (MPAC) MEMBER SMARTNER IMPLEMENTED ITS WIRELESS APPLICATION, SMARTNER DUALITY, WHICH RUNS ON MICROSOFT WINDOWS MOBILE™-BASED POCKET PC PHONE EDITION. AS WELL AS REDUCING THE NEED FOR CONTINUOUS TELEPHONE CONTACT, IT ENABLES USERS TO RECEIVE JOB DATA FASTER, ACCELERATING CUSTOMER RESPONSE TIMES AND SIGNIFICANTLY INCREASING USER PRODUCTIVITY.

### OVERVIEW

Imagistics is a leading supplier of document imaging solutions to the UK corporate market. It takes pride in delivering top-quality products such as high-performance copiers and facsimile machines, which are configured to meet customers' specific needs. The company employs 130 people in the UK.

### SITUATION

Imagistics' nationwide team of service personnel install and maintain equipment in organisations across the UK. Until recently, engineers picked up their allocated jobs by telephoning office employees, who provided details such as a customer's address or equipment requirements. Engineers had to update the office with customer status information and pick up new appointments several times a day.

But office staff were often tied up on the phone dealing with customer enquiries. Les Campbell, Field Service Manager, Imagistics, says: "Engineers were unable to move on to the next job until they had spoken to an office member, so were often forced to wait as the lines were busy."

There was also no way of informing engineers that equipment parts were available. This often resulted in unnecessary trips to the distribution depot to look for parts that were not there. As these inefficiencies threatened to affect customer service, the company decided to implement a mobile solution to boost employee productivity

### SOLUTION

After examining different technology options such as Cognito, Imagistics chose Microsoft® Mobility Partner Advisory Council (MPAC) member Smartner to implement its wireless solution, Smartner Duality Enterprise.

Smartner Duality was rolled out to the 30 engineers on O2 Xda devices, running Microsoft Windows Mobile™-based Pocket PC Phone Edition, which combines the Pocket PC interface with enhanced telephony features. The solution integrates with a back-office customer information system and alerts office staff when a request is logged. Once the job has been allocated, the solution automatically pushes an e-mail out to an engineer's



smartner

### Solution Overview

#### CUSTOMER PROFILE

Imagistics is a leading supplier of document imaging solutions to the UK corporate market. These include high-performance, leading-edge copiers and facsimile machines.

#### SITUATION

Field engineers relied on the availability of office staff to give them job information over the telephone. This was inefficient and costly as the engineers often had to wait for some time to speak to them.

#### SOLUTION

Imagistics rolled out O2 Xda devices to field engineers, running Microsoft Windows Mobile-based technology supporting Smartner Duality software. It enables automatic e-mails containing job information to reach users at any location.

#### TECHNOLOGY

Smartner Duality Enterprise  
Microsoft Windows Mobile-based  
Pocket PC Phone Edition  
Microsoft Exchange Server 2000  
Microsoft Windows Server 2003

#### MICROSOFT MOBILE SOLUTION PARTNER

Smartner  
[www.smartner.com](http://www.smartner.com)



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#### FOR MORE INFORMATION

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- Microsoft Mobile Devices in the Enterprise  
[www.microsoft.com/mobile/enterprise/default.asp](http://www.microsoft.com/mobile/enterprise/default.asp)
- Smartner  
[www.smartner.com](http://www.smartner.com)
- Imagistics  
[www.imagistics.co.uk](http://www.imagistics.co.uk)



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LES CAMPBELL  
FIELD SERVICE MANAGER  
IMAGISTICS

Pocket PC. Users also enter relevant job information from the field, which updates the system via e-mail.

"The solution also integrates with the distribution warehouse systems, so when a part is ordered, the engineer receives an alert when it is on its way," says Campbell.

Wireless integration via GPRS enables users to view job details customised in an easy-to-read form, enabling the engineers to respond immediately without the need for a telephone call. The solution was rolled out to all users in February 2004.

#### BOOSTING EFFICIENCY IN THE FIELD

Thanks to the user-friendly interface, users learned to use the solution in an hour and it has improved their productivity significantly. They can now prioritise tasks and are more flexible to take on jobs faster. "No more waiting to get through on the phone has meant our engineers can complete an extra job each day, a productivity improvement of 20 per cent," says Campbell.

With better visibility of work, users can plan their day efficiently, cutting fuel costs by mapping out the shortest possible route between destinations and eliminating unnecessary journeys for parts.

Office workers no longer relay information to engineers over the phone. With relevant information arriving directly from back-office customer information systems, engineers can be sure that address details, for example, are accurate.

Higher response levels and increased customer service help enhance customer relationships and encourage new ones. Campbell says: "The solution frees up office workers' time significantly and they have been able to take on extra duties. We expect communications costs to be significantly reduced and now that they have more time to answer incoming calls, our response time to customers has improved dramatically. Our target telephone response time was 25 seconds and we reached an average of 18 seconds in May."

#### MAKING MOBILITY MEET BUSINESS NEEDS

Smartner Information Systems is a mobile software company that offers world-class mobile technology for operators and service providers. As an MPAC member, Smartner brings invaluable services and ideas to organisations like Imagistics.

Smartner Duality enables secure connectivity between the users and Imagistics' offices. During evaluation, Imagistics was impressed by the way the technology could be customised to meet its specific needs.

Cambell was also convinced by the organisation's professional services. "The Smartner team was responsive and thorough. When we had questions we received an answer straight away and they kept us fully informed throughout the entire project."

Smarter Duality has significantly enhanced the working environment of Imagistics' employees. "We have had excellent feedback from our engineers who can make much better use of their time," says Campbell.

"We are still learning what we can do with the solution, but it has given us a unique edge over our competition, and we look forward to further developments in future."

**Microsoft**