KONICA MINOLTA

AVANQUEST IMPROVES CUSTOMER EXPERIENCE

NEARSHOING ENHANCES BUSINESS INTERACTIONS WITH THEIR CUSTOMERS

Avanquest® Software

Giving Shape to Ideas

Avanquest Software is a global developer and publisher of consumer software. Since it was established in 1984, the company has made innovation the core of its business, relying on its teams of engineers scattered throughout the United States, Europe and Asia, working every day to create the best software for today and tomorrow.

The passion that drives their teams, the technological added value of the software and the Group's solid presence make Avanquest Software one of the top 10 consumer software publishers in the world.

RUNNING A MULTI-LANGUAGE, IN-HOUSE CUSTOMER SUPPORT CENTRE IS TIME CONSUMING AND RESOURCE INTENSIVE

Business challenges, including economic uncertainty, changing consumer expectations, market complexity and ever increasing competition, led Avanquest to rethink the way they delivered their customer support and helpdesk. Nearshoring the entire Customer Support functions would deliver the cost savings needed to enhance the bottom line, as well as provide greater operational flexibility.

Sourcing a nearshoring partner Avanquest had several criteria when looking for a partner who they could rely upon. Cost saving was vital, but they also wanted nearhoring to be a conduit for:

- Improving the customer experience
- Increasing efficiency and effectiveness
- Enhancing their strategic performance
- Driving incremental sales, through improved customer engagement.

Having extensively analysed the market, Avanquest chose nearshoring provider Konica Minolta.

Utilising the experience they gained from working with major banks, commercial and public sector organisations in the Business Process Management environment, Konica Minolta developed their nearshoring operation to enable their customers to cost-effectively engage additional resource, which also brings extensive business knowledge/skills, to organisations who want to expand with little or no investment.

Nearshoring business processes negates the need for additional in-house staff and training, leaving business champions free to focus on what really matters – growing the business.

> **"Moving customer service to Konica Minolta has been a 100% positive experience both for us and our consumers. We are saving a substantial amount of money and our customers are getting a much higher level of response to their helpdesk queries."**
>
> Olivier Thirion,
> General Manager Softcity,
> Avanquest Software

A BESPOKE, NEARSHORE CUSTOMER SERVICE CENTRE

Konica Minolta put together a Customer Service Operation for Avanquest, which took into account their unique requirements and business objectives.

Four dedicated service centre teams, each with four staff, covering six main markets: USA, Canada, UK, France, Germany, Italy.

Customer service and technical support is provided by a team with strong product knowledge.

PROCESS REQUIREMENTS

Konica Minolta developed a system for Avanquest's Service Centre; streamlining helpdesk processes and providing a full audit trail of the entire operation.

- Logging of all telephone calls and emails
- Social media management and support
- Issuing Event Identifiers, logging and verifying Support Tickets (unique customer reference)
- Issuing product activation codes
- Automatically populating answer fields for the FAQ database so customers and staff have access to a growing information resource
- Enabling online 'Live Chat' support during the online sales process
- Facilitating and delivering comprehensive and accurate reporting
- Directly accessing users' connected devices to identify and resolve technical issues.

QUANTIFIABLE BUSINESS OUTCOMES

Nearshoring to Konica Minolta has helped Avanquest exceed performance targets:

- Operational savings of €100,000 annually
- A 10% sales increase on some product lines
- Higher level of customer satisfaction

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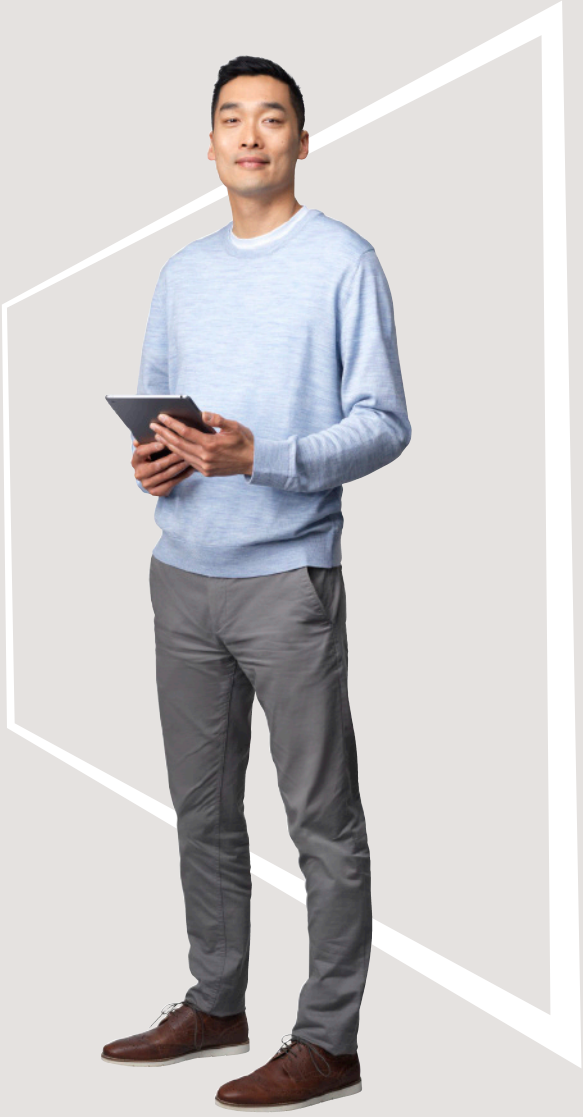

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LET'S TALK

Speak to our experts & try nearshoring today risk-free
www.konicaminolta.co.uk/outsourcing

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