

# Onsite service supports expanding national partner network

UTAX (UK) Limited is a wholly owned subsidiary of UTAX GmbH, the leading supplier of photocopiers in Germany. The company was established over 30 years ago and is now part of the Kyocera Mita Corporation, whose annual revenues exceed \$8 billion. Delivering the highest levels of service and support, UTAX offers the market's widest range of products from large A0 copiers to the smallest desktop printers.



## The Challenge

From headquarters in Swindon, Wiltshire, UTAX (UK) Limited is committed to working closely in partnership with dealers and resellers across the UK to build market share throughout the digital office environment. This approach has enabled partners to win major national contracts for the supply and support of photocopiers and printers to a wide range of private and public sector customers.

However, as UTAX did not have the infrastructure to provide a nationwide service or to support an end-user offering, it needed to find a partner with a good reputation throughout the industry and a proven track record of

delivering technical support on a national basis. UTAX also wanted to increase the size of its partner network to companies that did not already have their own field service operations.

## The Solution

After carrying out a wide ranging study of all the leading technical support providers, it was clear the Uniter Group was one of the only suppliers that could meet UTAX's precise needs. As one of the largest independent providers of ICT service and support, Uniter Group holds accreditations with all major manufacturers of IT printing and EPOS systems and, with a focus on achieving the fastest fix times and meeting customer service level





requirements, had a shared ethos regarding the way that it managed business operations.

With a state-of-the-art call centre and a national network of service engineers, Uniter also had the infrastructure to provide the highest level of support from day one. It was also important that being fully vendor independent with no competitive conflict, the company would always provide the most cost effective and unbiased solutions.

According to Shaun Wilkinson, Managing Director of UTAX: "Uniter Group is a partner we can trust without fear of competitive conflict as it is one of the only truly independent support companies with the technical expertise, infrastructure and business processes to deliver the highest levels of technical support to meet agreed service levels without having to subcontract."

UTAX is now able to offer a complete "Direct Service" to its partner network regardless of location and provides first-line support for all calls for technical support or assistance. UTAX's technical team manages initial communications with end-users up to the point that it is deemed necessary to make an onsite visit to a customer's premises.

Service calls requiring onsite visits to resolve issues are escalated to Uniter Group, which provides next-day onsite technical support using its national infrastructure of strategically based service engineers, all of which are security vetted and equipped with the latest mobile communications devices.

UTAX is also working closely with Uniter Group's technical team to develop of an effective knowledgebase to ensure that service calls are always handled

efficiently. Uniter Group is providing UTAX with timely feedback of quality statistics along with an informed dialogue to ensure that technical issues experienced in the field are regularly reported.

"Partnering with Uniter Group has enabled us to provide the comprehensive levels of service and support that are required by the largest private and public sector customers. The company's experience of supporting a wide range of other print and IT devices is also proving to be a major benefit, allowing our reseller partners to expand their businesses into other key technology areas," concluded Shaun Wilkinson.

UTAX's new "Direct Service" was launched to its partner base on 1st November 2010.