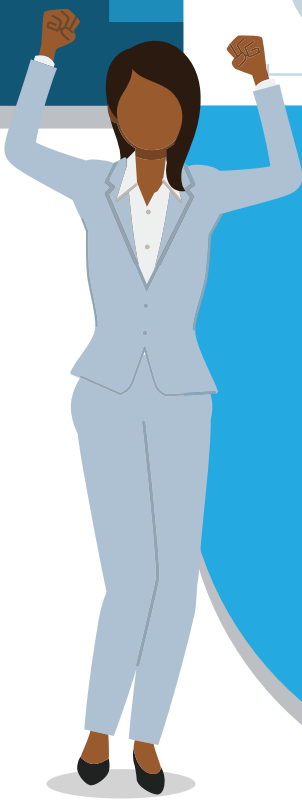


“ 10 FACTORS OF A FANATICAL COPIER SERVICE EXPERIENCE.

This eBook is intended for anyone who remains frustrated by the level of copier service they've come to expect, and would like insights on identifying the service factors that will make them **fanatical**.



HOW MANY OF THESE LEGENDARY SERVICE CLICHÉS HAVE YOU SUFFERED FROM?

Unfortunately, I don't have the part I need - I'll have to order it.

We appreciate your service feedback. It is important to us.

We put customers in front of profits.

I'm sorry. I'd be frustrated, too.

Well ... that's not included in your service agreement.

I've never seen this issue before.

I'll need to dig a little deeper on this issue. Is there a good time we can reschedule for tomorrow?

I can get toner to you by Tuesday. Or, you can come pick it up before 5.



THE JOURNEY FROM FRUSTRATED TO FANATICAL.

Customer Service clichés are a familiar tune today. The tune, unfortunately, ain't so pretty.

If you've heard a few of these unfettered claims about being "the best," you know that they often fall flat and, after a bad service experience, leave you flat frustrated.

Copier support is no different. The industry is full of clichés that lead to customer discontent: "Unfortunately, I don't have the part I need - I'll have to order it." or "I've never seen this issue before." Sound familiar?

If, within your fleet of printers or copiers, you're experiencing excessive downtime, wondering what time your technician will arrive, or just feeling like the path to resolution is a pure dead end, we hope you'll read further.

After all, the line between frustration and fanatical (a service experience worth raving about!) is not always well defined ... which is exactly why we created this eBook. **"10 Factors of a Fanatical Copier Service Experience"** will share a number of irritating service clichés, present specific things you need to know, and propose pertinent questions you need to ask.

The goal is to help steer future copier service experiences from frustrating ... to fanatical.



SERVICE DELIVERY BLUEPRINT.



“Unfortunately, I don’t have the part I need – I’ll have to order it.” A classic outcome of a less-than fanatical service delivery blueprint.

A service delivery blueprint is essentially the configuration, design, and resources available for the service department to function at the most responsive level. A well-configured service plan encompasses adequate parts stock in the technician’s vehicle, leverages strategic parts-drop locations, and maintains predictable warehouse inventory at all times.

Other factors to consider: The level of collaboration between the technician and his or her senior managers. If a technician is stuck with a particular issue, can he or she call a supervisor to troubleshoot onsite? Or does your service ticket remain open another day?

Finally, communication is the fundamental element of any positive customer service relationship. Relationships often require flexibility: How many ways can your service/support requests be submitted? Is there an online customer portal to quickly send urgent service needs, with live support communication at a single location? Can you connect via phone directly to a live necessary party? Or, are you on an endless string of transfers?

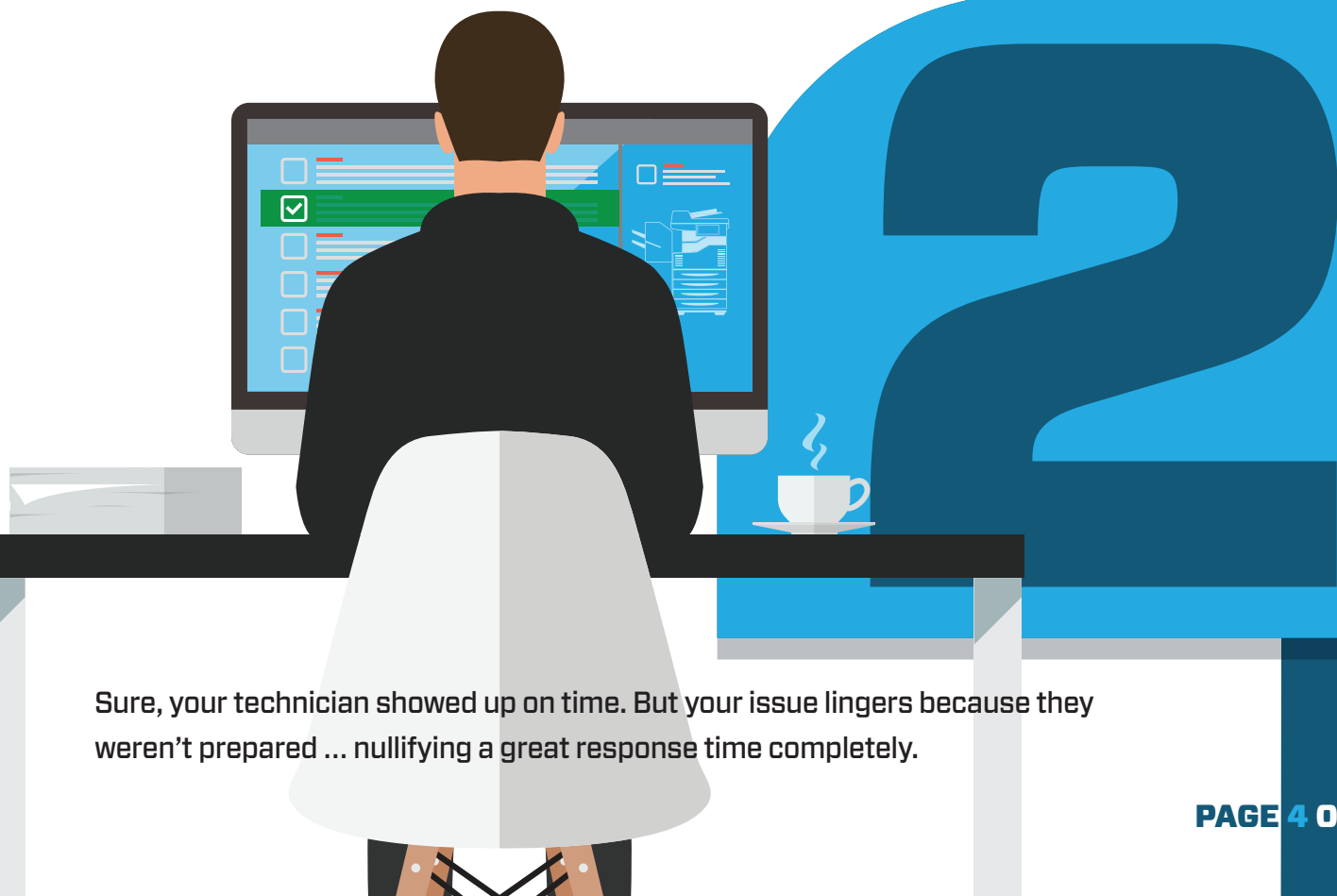
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TECHNICIAN PREP & IQ.

“I’ve never seen this issue before.” Your technician may seem capable, but what’s his actual office equipment IQ?

Something as fundamental as a service tech’s “know-how” goes a long way in providing rapid resolution. That takes preparation – namely hundreds of hours of equipment-specific study and online classwork. Does your service provider invest in the individual training to deploy a technician with high copier/printer IQ? Can they back up such claims with industry certifications (Canon ATSP, Konica Minolta PRO-TECH, etc.)?

These certifications, based on job function-based exams, are designed to measure both the knowledge and the demonstration of the skills that are required in real-world settings for a support professional against a set of standards for competency and performance.



Sure, your technician showed up on time. But your issue lingers because they weren’t prepared ... nullifying a great response time completely.

PROACTIVE MINDSET.

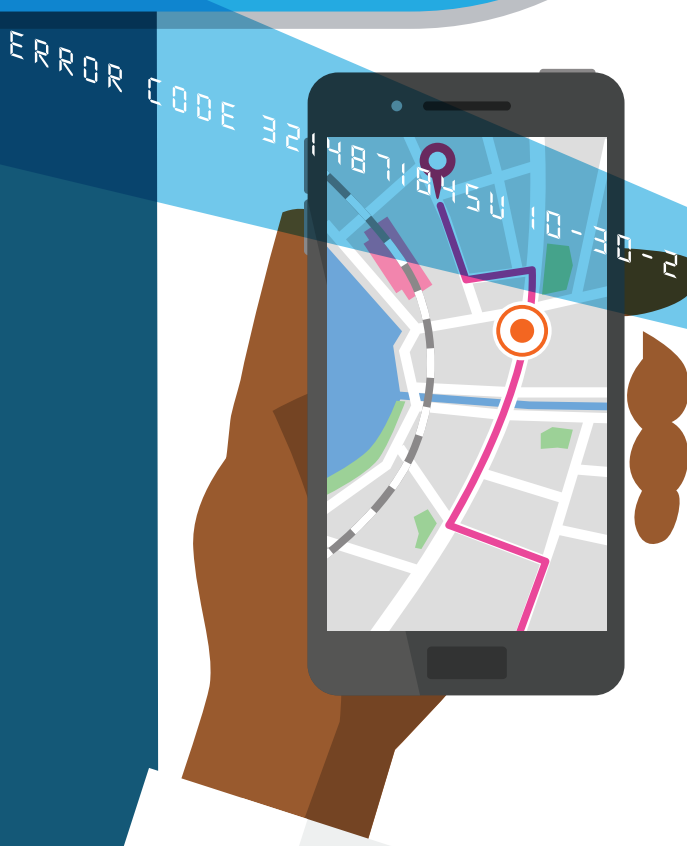
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“I can get toner to you by Tuesday. Or, you can come pick it up before 5.” Seem like you’re always waiting?

Having a proactive mindset to resolving copier/printer issues or needs requires the right commitment and tools. Before your service tech ever arrives, have they done their due diligence? With solutions (like ImageWare Remote + Snapshot), your copier can deliver immediate and accurate notification of errors, jams, and alerts by email to your service team. They also offer your technician a full view in advance of equipment service data remotely from their mobile device.

Additionally, solutions like FMAudit can power low toner alerts across your fleet, ensuring necessary supplies are shipped to your location before copier downtime occurs.

All this means, effectively, is a head start on getting your fleet back to full speed and you back to business.





WRITTEN GUARANTEES.

“Well, that’s not included in your service agreement.” Shucks. What IS included, exactly? Now what?

Support agreements are the backbone of expected service delivery over the next five or so years of your vendor relationship. Any anticipated service and support expectations (devices covered, proactive maintenance measures, response time, initial training, etc.) should be enforced — in writing — in every facet of your office equipment solution. Otherwise, you’re likely to get burned when a significant issue erupts.

Some factors to consider: What is the expected response time for service tickets and/or emergency service calls and how are they calculated? In the event that the current equipment does not perform to manufacturer standards, will a free loaner be provided? If leasing, what upgrade options exist? Is your service provider willing to provide a Total Satisfaction Guarantee if the equipment does not meet your standards? Make sure you understand what “Total Satisfaction” means.

Want to avoid unanticipated support shortfalls? Is your service provider willing to meet your expectations? Get it in print (all of it), and ensure it’s enforced for the duration of your service engagement.



RESOLUTION TARGET.

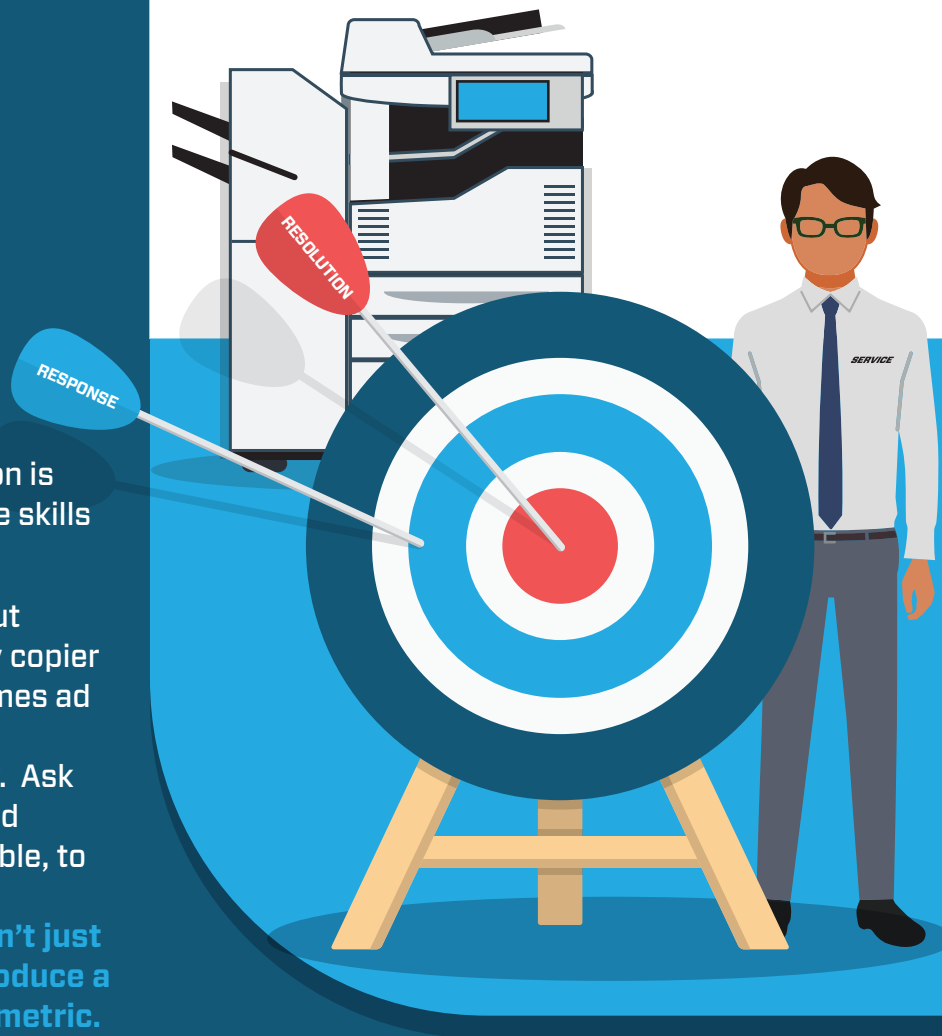
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I appreciate the prompt arrival and all, but that's not fixing the issue. "I'm sorry. I'd be frustrated, too."

A fast response time is certainly a nice achievement, but the ultimate antidote for service-related frustration is resolution. Speed without substantive skills is of little value to your business.

Response time is certainly a focus, but resolution should be the target. Many copier companies will tout their response times ad nauseam, but these service-related assertions don't reveal the final story. Ask about relevant technician training, and necessary tools and resources available, to both troubleshoot and solve issues effectively. **Seek a vendor who doesn't just boast its prompt arrival, but can produce a quantitative response + resolution metric.**

If they're not talking resolution as a major part of their customer service agenda, they're simply off-target.



FIRST CALL COMPLETION.

“I’ll need to dig a little deeper on this issue. Is there a good time we can reschedule for tomorrow?” Now there’s a response that will cause heads to explode!

Doing the job right the first time – it’s a cliché in its own right. But it’s one that only falls flat when it’s not backed by considerable factors, from prompt diagnosis, instinctive troubleshooting skills, and a deliberate methodology that’s “all in” on getting the job done in one.

Ask yourself: Does your current service provider give you half the effort? Are they prepared upon arrival? Do they rush through the call, or are they preoccupied with other ongoing service tickets?

The propensity to complete calls on the first visit is very much a conglomeration of your provider’s overall service delivery blueprint: Technician vehicle stock, convenient and effective parts-drop locations, degree of training, level of internal collaboration, and a genuine motivation for resolution.

So, your current or prospective service provider says they can do the job right the first time? Great. Ask them, “Can you show me your first call completion rates?” After all, nobody wants to hear the word “reschedule.”



INCENTIVE ALIGNMENT.

“We put customers in front of profits.” Whose profits do you mean? Because if I’m down, I’m not productive and my business is losing money.

There’s an old adage in business that you structure your pay for desired results.

Paying for service performance comes down to ultimately aligning technician incentives with positive results for customers. Ideally, great copier companies incentivize their service representatives based on individual metrics like first call efficiency, amount of incomplete or recalls, and resolution time, etc. Other companies will simply send out a technician who is ill-equipped for the issue at hand, unfamiliar with equipment model, or simply unmotivated/preoccupied. After all, yours is the last call before the weekend begins.

Putting customers in front of profits means prioritizing customer results. How motivated are your current technicians to get the job completed? How incentivized are they by their employer to do so?



7



SERVICE INVOICING CLARITY & ACCURACY.

“I know the invoice is wrong again, but just ignore the past-due notice.” Ignore it? Ok, just ignore my irritation.

Unfortunately, this scenario runs rampant in the copier industry: Invoices that are impossible to decipher, exhausting to audit, or just straight incorrect. Those past-due notices only add to the irritation. Manually rounding up pages and pages of listed equipment ID#s and meters, with devices spread across multiple departments and offices, can become an exercise in futility.

How capable is your service provider to adapt to your unique business needs?

Your provider should be nimble with its billing methodology to accommodate requests like special accounting codes, additional itemized lists, or location nuances. Invoicing should be reviewed. Any changes regarding billing should be addressed in a regularly-scheduled performance review. Administrative Services should be held accountable. If it ain't right, it ain't right.

Every organization is unique in their billing needs, and having full clarity over incoming invoices is essential. Spending hours interpreting bills, and then more hours battling over accuracy ... It's beyond irritating. And that shouldn't be ignored.



8



ACTIONABLE FEEDBACK.



“We appreciate your service feedback. It’s very important to us.” Really? I’ve made this suggestion the last three service calls.

Telling customers how much they value feedback is often a phrase as empty as a used-up bottle of toner. Service complaints go in one ear, out another, and drift into thin air with no visible chance of improvement. Customer insights are only truly valued if actionable items follow.

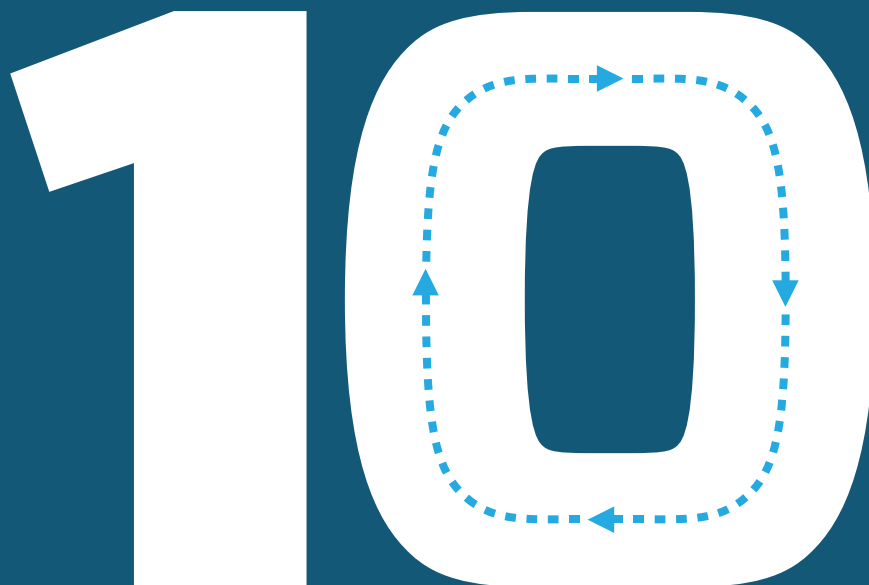
Service calls are an obvious place to start for soliciting feedback. Does your provider follow each closed ticket with a survey? If so, does it give you the opportunity to present honest feedback on call communications, technician performance, and your overall experience?

The feedback should lead to actions. If requested, how quickly do you hear back from a service manager eager to provide resolution? How quickly are these surveys or emails being reviewed, responded to, and acted on accordingly? In any customer survey, perhaps the most important question is **“How likely is it that you would recommend our company to a friend or colleague?”** This straightforward query helps formulate the widely-revered Net Promoter Score®, categorizing promoters, passives, and detractors, and giving service departments an ongoing, direct target for improvement.

Author Ken Blanchard once said “feedback is the breakfast of champions.” Without it, an organization starves. Does your service provider wake up hungry for customer insight? Or does feedback just sit idly inside the cabinet – with no potential for improvement in sight.

RECURRING SERVICE REVIEWS.

“I’m sorry you’re still having those issues. Have you visited our online help desk?”
Hmm, OK. Pardon me for using your contact us #!



The opportunity to sit down one-on-one on a regular basis to review service performance is a must. And we’re not just talking “let’s do lunch,” or a quick, unannounced drop-in. Solid service providers head off recurring issues with recurring reviews that provide valuable, visual service performance metrics and inquire about areas where you could be better supported.

Metrics that are important to be discussed include: Meter readings/distribution, response and resolution time, invoicing issues or changes, facility/location changes, to name a few.

An online help desk — or even a 30-minute schmooze fest with your account representative — is far from a fanatical service experience. Request a real, strategic sit-down.



**“And, on
top of that,
our service is
world-class ...”**

**Blah,
Blah,
Blah.**

— Your average copier
service provider

“TIRED OF THE BLAH, BLAH, BLAH?”

Start your journey from frustrating to fanatical here. Datamax has the operational capabilities, the technical certifications, and the communication skills to cut through those tired service clichés and get you back to business.

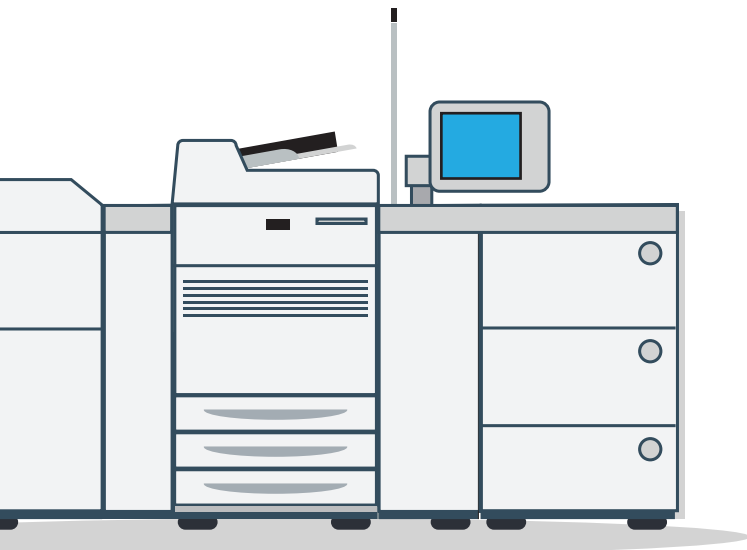
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To schedule a **Datamax Service Assessment** and visualize a better approach to copier service — one worth raving about.

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We are a Microsoft Gold Certified Partner, and enjoy collaborative alliances with companies including Canon, Konica Minolta, Lexmark, Laserfiche, and others. Discover how our sixty-plus years of insightful thought process can empower you with the freedom to focus on what you value the most — your forte — your business. At Datamax, we're all about Creating Raving Fans®!

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