



KONICA MINOLTA



# OUTSOURCING ENHANCES AVANQUEST SOFTWARE'S BUSINESS INTERACTION WITH THEIR CUSTOMERS



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. Outsourcing the entire Customer Support functions would deliver the cost savings needed to enhance the bottom line, as well as provide greater operational flexibility.

Sourcing an Outsourcing partner Avanquest had several criteria when looking for an outsourcing partner who they could rely upon. Cost saving was vital, but they also wanted outsourcing 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 outsourcing provider Konica Minolta ProcessFlows.

Utilising the experience they gained from working with major banks, commercial and public sector organisations in the Business Process Management environment, Konica Minolta ProcessFlows developed their Outsourcing 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.

Outsourcing 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 ProcessFlows 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, OUTSOURCED CUSTOMER SERVICE CENTRE

Konica Minolta ProcessFlows 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 ProcessFlows 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

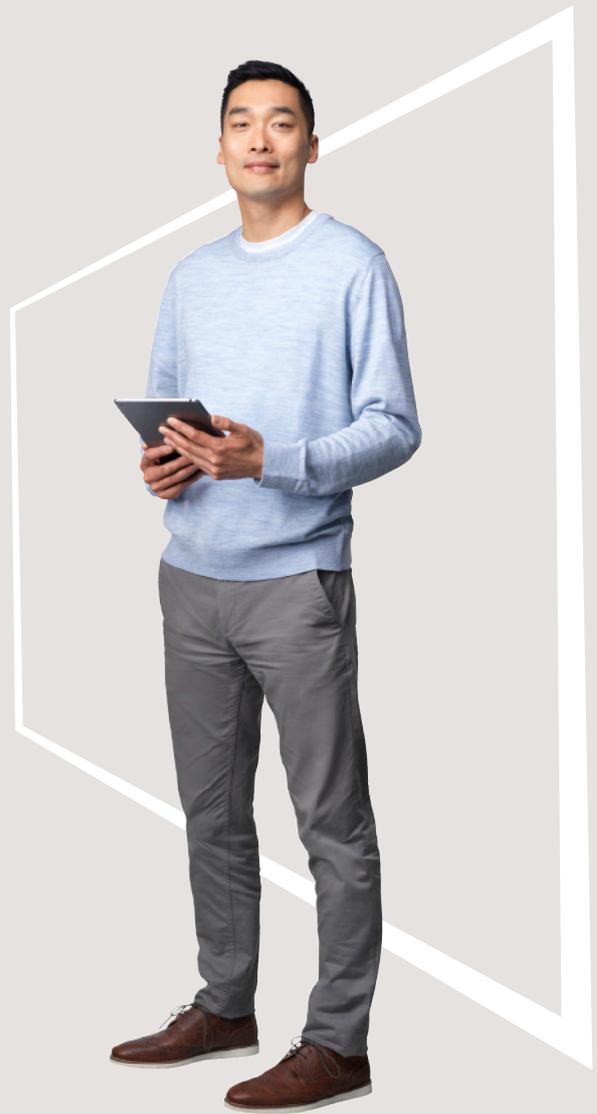
Outsourcing to Konica Minolta ProcessFlows has helped Avanquest exceed performance targets:

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





KONICA MINOLTA



## LET'S TALK

If you need to extend and enhance your customer service capability, get in touch so we can discuss your requirements and quickly provide the help you need

[business@konicaminolta.co.uk](mailto:business@konicaminolta.co.uk)

**Konica Minolta Business Solutions (UK) Limited**

Konica House, Miles Gray Road, Basildon, Essex, SS14 3AR

Giving Shape to Ideas