



KONICA MINOLTA



# MAXIMISING GROWTH AND CUSTOMER RETENTION

EVOLVE COMPUTERS  
RETHINK OUTSOURCING

Giving Shape to Ideas



**“Having people that are able to quickly get up to speed provide a great service and represent us to those small business customers has helped us grow our business and retain our customers and provide an excellent service.”**

## THE CLIENT

Evolve Computers, headed up by Managing Director David Watson, is an IT services business based in London, UK. They provide traditional helpdesk maintenance, cyber threat prevention and strategic advice services to small business clients in London.

## CHALLENGES

The company deal with small businesses who value personal service. However, finding and recruiting the right people to provide the expected high service levels turned out to be a time-consuming challenge. There are a number of reasons that explain the recruitment struggle.

**“It is very much a candidate market in the UK when it comes to recruitment. This means it is expensive and time-consuming to find and recruit people of the right quality. For me running a business, having recruitment and staffing issues is just a horrible distraction.”**

David Watson

## SOLUTION

Evolve were originally looking to outsource in the UK. However, after learning more about the Konica Minolta ProcessFlows Outsourcing operation in Sofia, Watson became interested in the nearshore concept. Upon engaging with Konica Minolta ProcessFlows, Watson submitted job specs for roles he was looking to hire. Not long after, he was presented with a number of very high-quality candidates. “This would have taken considerably longer in the UK”, David comments. “We were actually spoilt for choice in the end.”

Evolve Computers formed a team of two customer support agents working remotely for them out of Konica Minolta ProcessFlows’ Outsourcing Facility in Sofia, Bulgaria. The team provides excellent personal service to Evolve’s small business clients.

## BENEFITS, RESULTS AND FUTURE PLANS

Evolve quickly realised that Sofia offered a broader talent pool, boasting degree-educated, multilingual individuals. This meant that through working with Konica Minolta ProcessFlows Outsourcing, they were able to get access to fantastic candidates who matched their requirements and later turned into great agents.

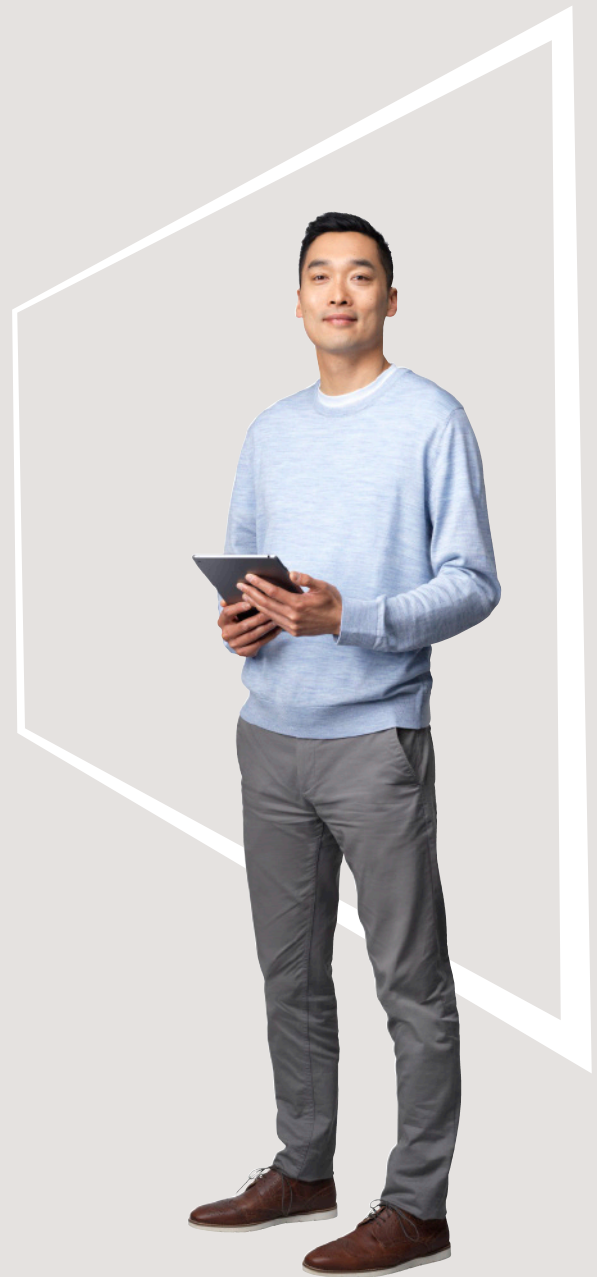
Having an outsourced dedicated team in Bulgaria worked well for Evolve. When discussing the results they got from working with Konica Minolta ProcessFlows, Watson comments, “Having people that are able to quickly get up to speed provide a great service and represent us to those small business customers has helped us grow our business and retain our customers and provide an excellent service.”

According to Watson, the best thing about Outsourcing with Konica Minolta ProcessFlows is the simplicity. In addition, not having to struggle with recruitment and staffing has enabled him to focus solely on running and growing the business.

Evolve was initially set on using a UK-based outsourcing service, but meeting with Konica Minolta ProcessFlows and discovering what they offered in Sofia completely changed its mind. Watson's advice to other companies considering outsourcing is to be open-minded and drop any preconceptions. According to Watson, businesses dealing with customers who have a high demand for personal service, just like Evolve, can benefit greatly from nearshoring, adding “I’d absolutely recommend Konica Minolta ProcessFlows, one hundred per cent!”



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## 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

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