



Konica Minolta Keeps Nationwide Team on the Same Page with BlueService

As medical diagnosis and treatment rely increasingly on imaging, Konica Minolta Medical Imaging USA, Inc. is leading the way with innovative imaging products. Hospitals, imaging centers, clinics, and private practice physicians turn to Konica Minolta for its computed radiography systems, laser imagers and image networks, and specialty films and film processing equipment.

A Simple, Yet Feature-Rich Solution

Konica Minolta's IT department evaluated several scheduling applications before recommending BlueService, a Web-based software solution that manages customer records, service requests, scheduling, projects and billing.

"BlueService offered features and functionality that closely matched our business requirements," said Jatin Chauhan, senior developer at Konica Minolta. "It has a very simple interface so it's extremely user friendly. It's also Web-based and offered important data import/export functionality."

To date, 85 members of the Field Service, Applications and Preventive Maintenance departments manage their appointments and customer information in BlueService. Within just a couple of hours, team members are using the software to view and change their schedules, and update customer information – without any formal training.

The solution's intuitive nature has led teams to integrate it quickly into their daily workflow.

"With BlueService, we have improved customer service by being able to communicate more clearly about appointments, farther in advance, so customers can plan for our visits," Ross said. "So we're creating a happier and more satisfied customer."

— Charles Ross, Deployment/Installation Manager

To ensure customers use products effectively, Konica Minolta engineers travel to customer sites nationwide to install and service products, and train end users.

Previously, the Field Service, Applications and Preventive Maintenance departments relied on several Excel spreadsheets for scheduling and managing customer details. This was a tedious and labor-intensive process that diverted managers' attention from other, higher-value activities.

"We had three spreadsheets to accomplish one task, so there was lots of paper lying about," said Charles Ross, deployment/installation manager in Konica Minolta's service department.

CUSTOMER:

Konica Minolta Medical Imaging
www.medical.konicaminolta.us

BUSINESS CHALLENGE:

Konica Minolta needed to move away from a paper-based, time-consuming approach to scheduling installations, service and training nationwide.

SOLUTION:

The company keeps all appointments and customer information accurate, real time, and accessible to all with web-based BlueService.

BENEFITS & RESULTS:

- Team members pick up the software in just a couple of hours – without any formal training.
- A manager completes schedules about a week sooner than before, cutting a full eight-hour workday from the process.
- Engineers can book trips and travel logistics earlier, as well as communicate appointments to customers sooner – a valuable enhancement in customer service.
- IT never has to bother with software installation or upgrades.



As expected, the solution has been equally hassle-free for the IT department, which never needs to worry about installations and upgrades.

“As a web-based application, BlueService is always easily extensible, maintainable and accessible with real-time data, unlike the headache we have with new releases and bugs with client/server applications,” Chauhan said.

Enhanced Accuracy, Efficiency and Customer Service

With all customer information in BlueService, managers dramatically streamlined the scheduling process. Ross now completes schedules about a week sooner than before, cutting a full eight-hour workday from the process.

“Now, all the information about customer sites, scheduling and assignments is online in BlueService, so we don’t have paper everywhere,” Ross said. “I don’t know how we did it before BlueService. It’s been a huge time savings for us.”

In fact, BlueService led Konica Minolta to create a process improvement initiative called site readiness.

In the software, they track whether customers are “network-ready” for their installations.

With detailed, updated information, sooner, engineers can book trips and travel logistics a week earlier, as well as communicate appointments to customers sooner – a valuable enhancement in customer service.

For team members nationwide, current, accurate information about their schedules and customers is as close as the nearest computer. Plus, they can enter changes at any time, from the road, ensuring that information stays real time.

Engineers know their schedules and have correct customer information, which again enhances service. They experience fewer double bookings, can find customer sites more easily, and shipments get to customers with fewer errors.

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About BlueFolder

BlueFolder is the world’s leading provider of Service Team Automation (STA) Solutions. Its flagship offering, BlueService™ is a web-based and fully managed application delivering a simple and accessible method for businesses to manage their service teams and extended resources. Through the power of BlueService and with no need for software or hardware, companies of all sizes are reaching an immediate return on investment by significantly increasing efficiency and dramatically reducing operational costs. The result is a superior customer experience and a sustainable competitive advantage. BlueService is offered at multiple levels, priced on a monthly basis, and does not require an annual commitment.

BlueFolder is a privately held company headquartered in Colorado Springs, Colorado, voted the best place to live in the United States by MONEY Magazine. For more information, visit BlueFolder’s website at <http://www.BlueFolder.com> or call 866.253.BLUE.