



Ontrack Systems Innovations Support Fast Growth at Sharp Direct

Key Benefits

- Zero wait time for information on next job
- 16% increase in technician productivity
- 25% increase in call center productivity
- Cost of mobile phone charges while “on-hold” is eliminated
- Increased service levels and customer satisfaction

Jobtrak Webview



Jobtrak Mobility



“Ontrack are pro-active. I give them the vision. They keep me in the loop on solutions and we work out how to manage the change at the right pace for our customers and our staff.”

- Peter Clancy, Service Manager, Sharp Direct Australia

Fast implementation to support a quick start-up

In 1998 Sharp Australia made a strategic decision to change their distribution and service model in Sydney, Canberra, Auckland and Wellington, from the use of third parties to a direct model. The initial start-up of Sharp Direct was an amalgamation of purchased companies, existing Sharp resources and newly hired staff. From day one, Sharp needed a world-class system to support their existing clients and to attract new ones.

Sharp Direct chose Ontrack System’s Jobtrak. Jobtrak provides Sharp Direct with a single platform to manage service calls, manage inventory, provide help desk support, provide all back-office functions and direct activities of all field service technicians.

Ontrack performed the implementation – including project scope, requirements specification, system configuration, data migration and system start-up – in **less than four weeks**. Jobtrak is now the backbone application for the business. “We live and die by Jobtrak,” says Service Manager Peter Clancy. “If someone tried to take Jobtrak away, I’d be extremely upset.”

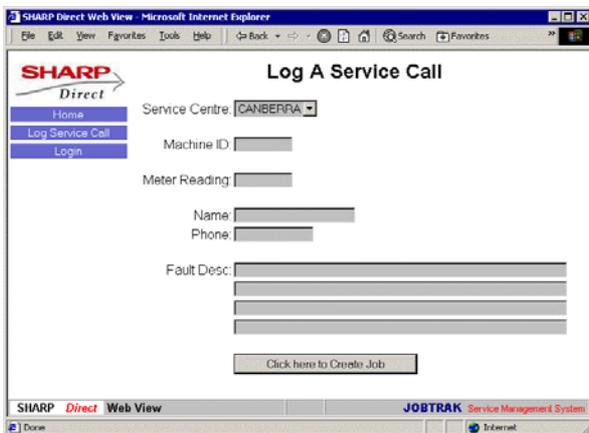
Direct to the Customer

Sharp Direct Australia is the direct marketing arm of Sharp Corporation providing sales and service of Sharp brand photocopiers, printers, faxes, and other office equipment to a variety of businesses. Focused on the Sydney, Canberra, Auckland and Wellington markets, their customer base includes small, medium and large players including National Australia Bank and major government departments. Customers use Sharp Direct to ensure their equipment maintains the highest levels of operability through fast, responsive and quality service. Since establishing the direct model in 1998, business has grown substantially and will continue to grow at approximately 25% per annum. The fundamental driver of this expansion is Sharp’s record of service excellence.

Anywhere – Anytime

Enhancing the service experience has always been a core value of Sharp Direct. And rather than taking a “cobbler’s children” approach, Sharp ensures that their internal processes are best-in-class first before incorporating them into the client experience. As Clancy explains, “Our philosophy is to make it easy to do business internally and the external client will see the benefits. So we create new service processes, try them out internally and if they stack up... they go right out to the client”

Sharp Direct saw a way of enhancing their internal experience and the experience of major national accounts through the pervasive presence of the web. Sharp Direct asked Ontrack to provide a “login anywhere, anytime” capability via the internet that allow equipment managers to place service requests, monitor status and check job details. Ontrack responded quickly by building a “proof of concept” web-site that produced customers and technicians with a secure login from any terminal with a standard web browser. “Without Jobtrak Web View, our technicians would need to drive to a specific office, login and access job details. Now we can grab information from home, at the current client site or anywhere a terminal is available,” explains Clancy.



The new capability worked so well that it was included in an RFP put forth to National Australia Bank (which required web enabled service management). Not only did they secure the NAB account, but Sharp Direct now have a cornerstone service capability that is attracting new clients of any size.

A Choice of Many Devices

Sharp Direct recently recognized an opportunity to take their “anywhere, anytime” approach further through the use of mobile wireless devices. When a service request enters the system, Call

Centre staff assigns the job to a field technician. Under the old process, field technicians were required to check in with the Call Centre to receive the job details before driving to the site. When on site, they confirmed once more. Upon completion, the tech called in to update the job details and receive the next job. As Sharp Direct’s service force has grown to well beyond 50 people, they found that the load being placed on the Call Centre to simply dispatch calls to their field service force was requiring over 25% of the Call Centre resource per day.

Sharp Direct saw Jobtrak Mobility as a solution to managing the call dispatch problem that was growing. Jobtrak Mobility is a new process for providing field force with up to date information on current calls, priority of jobs, equipment details, job history and other key data all to WAP mobile phones. Rather than contacting the Call Centre, all dispatch, query and acknowledgement interaction is completed through the mobile phone.



The unique interface allows efficient interaction to occur through a scroll and click interface that minimized the key-stroke requirements on the mobile device. Status information is immediately updated and available to the other system users.

“The benefits were measurable and immediate,” reports Clancy, “Techs now have zero wait time for the information on the next job. In fact, my techs tell me they will be fitting in another hour of work per day. All those calls coming into the Call Centre at 3 minutes minimum per call were costing us big dollars as minutes just ticked away. Now the Call Centre staff can focus on customers only.” The benefits were not just in costs savings, but improved the working relationship and the accuracy rate for skilled technical staff that are new to the English language. Clancy explains further: “We hire the best techs available and some of them are from overseas. While their English reading and writing is excellent, some of the language and accent barriers were causing inaccuracies and taking longer to communicate job details. With Jobtrak Mobility, problem solved.”

Jobtrak as the centrepiece for Sharp Direct plans for further enhancements

Jobtrak Web View and Jobtrak Mobility are now a centrepiece to Sharp Direct's ability to manage fast growth while keeping costs down and service levels up. Sharp Direct believes that as the mobile device technology improves, they will take advantage and expand their multi-channel access strategy for further efficiencies. For example, Ontrack Systems Technology Director Kevin Taylor predicts that as mobile devices move further down the GPRS route to provide geographic location information of the mobility device, this will feed back into the call allocation process and optimise it further. "Currently Jobtrak takes into account the client's location, type of equipment and the skill of the technician and produces a group of technicians that could handle the job. The actual allocation is manual. With GPRS, we can feed the current location of the technician into the matrix and allocate the job automatically."

This type of forward thinking is exactly what Sharp has come to expect from Ontrack. "Ontrack are pro-active. I give them the vision. They keep me in the loop on solutions and we work out how to manage the change at the right pace for our customers and our staff." Peter says. Given the track record of enhancements from Ontrack, Sharp Direct are unlikely to fall behind the competition any time soon.



Jobtrak System

The Jobtrak System provides a complete and sophisticated set of functions that enhance the operations of equipment servicing and project management organisations. Instant access to information about jobs, resources, customers, commitments, parts and the installed equipment base enables superb customer service and organisational efficiency. Jobtrak modules and configuration options combine to create powerful solutions for call reception, status and resource management, escalation and messaging, asset/contract & warranty tracking, scheduling, parts control, purchasing, job & project costing, job sheets, invoices & other job documents, KPI and management reporting and integration with financial systems. Current Jobtrak deployments span many different service industry sectors such as Computer hardware/software & services, consumer electronics & appliances, industrial & marine electronics, office equipment & copiers, communications, cabling and PABX service providers, air conditioning & refrigeration, building services, industrial machinery & plant and general consulting.

Jobtrak Web View

Jobtrak Web View provides real-time Web access to Jobtrak from any browser. A secure login process ensures different users will only see Web pages that have been created specifically for their requirements. Generally Web View users fall into two groups; firstly, the service company's customers who wish to log and reviews jobs and, secondly, the service company's Call Centre, technical and management staff who wish to access part or all of Jobtrak functions.

For example Web pages may be created that provide a selected customer with the ability to create their own jobs in the system and to review progress of their Jobs. The appearance of these pages can be client specific in terms of logos and layout. The content and business rules within this customer view can also be designed to support the precise requirements of that customer.

Jobtrak Mobile View

Jobtrak Mobile View provides real-time access to Jobtrak from WAP devices. Typical application is in automating the dialogue between the Call Centre and field service staff. Jobs can be assigned, accepted and updated without the need for voice communication. The assignment process includes the presenting of all Job and equipment details to the field technician who can review these before accepting the Job. Updating of the Job status, time and materials and other completion details can be coded to reduce keystrokes at the mobile device.



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