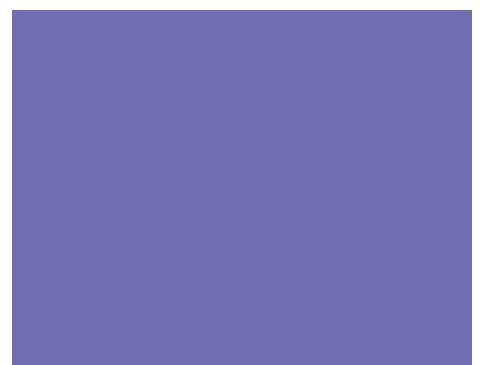


# Customer Experience

Securing a lifetime of value and loyalty



# Delight and excite your customers

Delivering excellent customer service is a tough job. Business leaders know that innovating customer journeys and maximising satisfaction creates brand differentiation. But even that can be short-lived when your offering sits in the realm of highly commoditized products or services, and truly unique differentiation occurs far and few between.

Teams delivering customer experience cannot afford to wait. They need access to the right information at the right time, to offer services that delight the customers NOW, not in a few hours or days. With access to the right information when you need it, you can

take leadership in the experiences that you deliver to your customer.

Are you ready to make that change? Are you ready to build a seamless bridge between your physical and digital worlds, allowing content and knowledge to be shared with teams while still being able to maintain compliance with internal processes, policies, and security requirements? Empower your team to deliver excellent experiences, work on becoming a game changer in accelerating how teams interact and how they can work together to deliver the best experiences to your customers.



“68% of customers say they’ve switched service providers because of poor customer service.”

– Accenture

“Customers who encounter positive social customer care experiences are nearly 3 times more likely to recommend a brand.”

– Harvard Business Review

“Revolve your world around the customer and more customers will revolve around you.”

– Heather Williams



Business requirements	Business impact
Simplify information exchange – digital content or physical documents	Be ready to acquire new customers by allowing easy onboarding, user friendly information collection methods and providing quick, timely responses to queries.
Enhanced security features to safeguard customers information	Ensure customers’ confidence by offering secured online and offline information submission.
Deliver effective and engaging content	Gain customer insights from information gathered, and allow authorized teams access and use the information to “delight” customers with personalized responses.

# How Fuji Xerox can help you handle your Customer Experience Scenarios

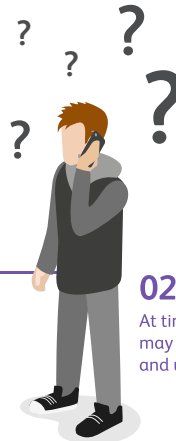
## Before

Sales and support teams are slow to respond to customer queries; result is less than satisfactory customer experiences.



01

Internal processes are complex and time-consuming (eg approvals process). Getting the right information, at the right time, is a challenge.



02

At times, frustrated employees may appear to be uncaring and unmotivated.

## Solutions:

ApeosWare Management Suite, Cloud Services, DocuShare

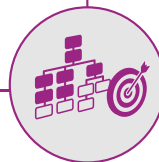
## After

Customer experience can be greatly improved, teams can provide quicker responses, and you can maintain a more accurate audit trail of customer interactions. Even when there's staff turnover, you never lose valuable customer information.



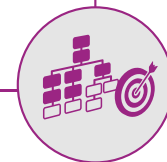
01

Every piece of data is stored digitally in one central system, whether customers provide their information via fax, email, online eform or hard copy.



03

Customer Services and Helpdesk teams are fully empowered with the right information to field customer queries.



04

Follow-up actions and alerts (e.g. contract renewals, warranty assistance) can be scheduled using powerful workflow tools.



05

Operational bottlenecks are identified and process improvements can be made quickly to enhance customer experiences.



06

Improve accountability with comprehensive audit trails of customer interactions and information movement.



**Fuji Xerox Cloud services** allow you to be more responsive and relevant to customer queries. With this service, you can print from anywhere, anytime with Follow-You Print services, Share & Store documents in the cloud in order to facilitate content access whenever needed; view and optimize how print, scan, copy & fax services are used at the workplace anytime; and finally aggregate a search and upload content easily to leading 3rd Party Cloud services from your Multi-function Devices.

**DocuShare** is an enterprise content management platform that allow you to search and maintain comprehensive records of your customer interactions. Documents related to any customer are stored securely and centrally. With the mobile option, you can access the content on-the-go. To ensure you never miss an important interaction with your customer, you can use content rules or advanced workflow automation to simplify how operational activities like

reminders are triggered, and approvals and reviews are done.

**ApeosWare Management Suite** allow you to scan documents securely and accurately (with OCR feature) from your Multi-function Device to DocuShare or other content management platform for central storage and management. You can also maintain intuitive audit trails of document movements on your Multi-function Devices.

Talk to our Sales representative today to learn more.

For more information, please visit [www.fujixerox.com.sg/smartworkgateway](http://www.fujixerox.com.sg/smartworkgateway)

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● Before using the product, read the Instruction Manual carefully for proper use. ● Use the product with an appropriate and adequate power source and voltage displayed. ● Be sure to ground the machine. In the case of a failure or short circuit, an electric shock may result.

For more information or detailed product specification,  
please call or visit us at

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