



tracking and mobility feature

Get Serious About Service



Cognito is a Mobile Workforce Management consulting, technology and managed services company. With over 20 years experience, our fully integrated mobile solutions help businesses drive efficiency, maximise performance and deliver market leading service. From the scheduling of jobs and management of assets to the tracking of fleet vehicles and advanced reporting information, Cognito's integrated solutions span the whole spectrum of mobile service delivery giving you clear visibility of your mobile workforce and how they're performing.

Who's using it?

Konica Minolta, the leading developer, manufacturer and supplier of professional imaging and document management systems, provides an extensive network of direct service centres responsible for the maintenance of over 56,000 customer products across the UK.

Why did they need it?

Operating within a highly competitive market place where the engineering staff work entirely in the field and are the backbone of the customer support process, Konica's management focused on the efficiency of its workforce as a clear target for cost reduction and customer satisfaction improvements. Additionally, with

intermittent GPRS connectivity as a normal part of the engineers' field conditions, the incumbent SAP system was intolerant of communication interruptions and required frequent manual intervention by the IT help desk in Germany. As a result, problems experienced in the field often took hours to resolve and at times, up to 40% of engineers could do no work. This had a knock on effect on staff turnover levels because of the resulting low morale caused by the frustration of explaining to angry customers why they could not service their equipment, contributing to even lower levels of customer satisfaction.

What was implemented?

In 2007 Konica Minolta UK made the decision to return to Cognito after a corporate directive in 2005 resulted in the forced replacement of the original solution. Because Cognito had already proven its understanding of integrated mobile workforce management, the team at Konica were confident in their ability to design, deliver and support a solution that would return them to the previous high levels of productivity and customer satisfaction, without compromising the corporate commitment to SAP. Working collaboratively, Konica and Cognito evolved the solution to combine Cognito's strategic workforce management suite



and workflow application with the corporate SAP systems. The environment was further integrated with dynamic scheduling and asset management systems to deliver instant intelligence to field teams, with the scheduler adjusting engineers' rotas to meet SLA response requirements. As part of the service, Cognito also developed a management dashboard to provide managers with up to the minute status information from the field enabling them to react quickly to problems as they arise.

How did they benefit?

The solution has increased engineer productivity by 22%, saved over £2 million in stock costs and critically, has restored Konica's customer service to previous levels of performance. Workforce morale dramatically improved in part due the engineers close involvement

with the design, test and deployment of the solution. Konica also targeted added-value sales as an area for improvement through providing functionality for the engineers to capture sales leads onsite. This resulted in £1 million worth of additional sales. "We've a partnership ethos at Konica Minolta, engaging companies that really show commitment to understanding our business and help us enhance performance. Cognito has this dedication. It has great expertise and is very much part of my team." Ged Cranny, Head of Direct Service

Contact Cognito

If you're looking to get the best out of your workforce and want to deliver market-leading service, contact Cognito today.
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