

“The Nokia 9300 smartphone offered us the perfect form factor for our field engineers... It over delivered on all of the key objectives we set.”

Gene Echols - Enterprise Mobile Business Manager, Fujitsu Australia and New Zealand



Customer’s Challenge

Fujitsu Australia and New Zealand has 2,700 employees and is a full service provider of information technology and communications solutions. From strategic consulting to application and infrastructure solutions and services, the company works with clients to consult, design, build, operate and support business solutions.

As part of the company’s customer service support, the Fujitsu call centre provides a single point of contact to manage customer requirements, including the assignment of job requests to service and repair equipment. However, with approximately 200 field engineers constantly on the road across Australia and New Zealand, Fujitsu wanted to streamline its servicing logistics in order to reduce the time spent on administration and paperwork and minimise communication, process and data entry errors.

“We knew that we could look to our own industry-leading R&D teams and Solutions Centres to develop a software solution to take the paper-based processes online,” comments Gene Echols, Enterprise Mobile Business Manager, Fujitsu Australia and New Zealand. *“However, we also knew that the device the solution would run on was equally important, to enable us to deliver a more efficient mobile servicing process.”*

The Fujitsu Solution

The solution developed and implemented by Fujitsu comprised of two key components:

Fujitsu mProcess Solution

Designed for task-oriented mobile working, the Fujitsu mProcess Solution offers a mobile integration infrastructure where multiple back-end systems can be accessed by users out in the field anytime, anywhere.

From the mobile device the user can send and receive data from each system via GPRS, browse visits, tasks and documents and use the reporting functionality. Both on-line and offline capabilities are present with either automated or user prompted synchronisation features.

Instead of having to navigate through electronic forms to find the right field to feed in the data, the application predicts and guides users in their tasks. This way, user friendliness, ease of use, and time saving are optimised, so increasing productivity and reducing errors.

SUMMARY OF KEY FACTS

Organisation:
Fujitsu Australia and New Zealand

Service/s Delivered:
Fujitsu’s Mobile Field Force service - Nokia 9300 smartphones deployed with Fujitsu mProcess Solution to the mobile workforce

Key Metrics:
• 200 field engineers

Benefits:

- Total mobile connectivity to back-end systems
- Support of operational business processes
- Real-time reporting
- 75% reduction in phone costs
- Increased productivity, data quality and reduced errors

CASE STUDY

FUJITSU AUSTRALIA & NEW ZEALAND

Nokia 9300 smartphone

Fujitsu chose to use the GPRS-enabled Nokia 9300 smartphone to run the Fujitsu mProcess Solution. As well as its superior voice functionality, the compact design of the Nokia 9300 smartphone also makes it simple to use, with a five-way joystick allowing users to easily navigate menus to find the features and functions needed to quickly accomplish tasks and find information when on the move.

The phone is tri-mode, supporting GSM/GPRS/EDGE networks and integrates infrared and Bluetooth capabilities, giving users additional options to wirelessly synchronise their devices to a desktop PC or a laptop, as well as exchange data with other mobile devices. The in-built memory of 80 MB, expandable to up to 2 GB, is ideal for storing emails, documents, text and multimedia messages, data files, calendar notes and applications.

“The Nokia 9300 smartphone offered us the perfect form factor for our field engineers, with its streamline design, integrated QWERTY keyboard for data input, large colour screen, simple menu navigation and its ease of use as a mobile phone. It over delivered on all of the key objectives we set,” says Gene Echols.

With the mProcess software running on the Nokia 9300 smartphone Fujitsu is able to provide engineers with access to the exact application used in the Fujitsu call centre. The user can view a job’s status, accept jobs and then enter all of the information from their visit, including the billable time spent on site, travel time and cost, ordering or billing of parts and any additional expenses occurred.

“All of this is done in real-time, enabling not only the call centre, but also the end-user to simply go online to view the latest status of their job. In our business, this constant status updating is critical and is a genuine benefit of the new system we have introduced. Plus the fact that we can use the mProcess on and offline on the Nokia 9300 smartphone has solved the problems we were experiencing in the parts of the country where there was poor network coverage,” adds Gene Echols.

An initial trial in May 2005 with engineers using the Nokia 9300 smartphone with the Fujitsu mProcess Solution was deemed an overwhelming success. This solution was then rolled out to more field service engineers and the success continued, with a dramatic reduction in errors, costs and an increase in productivity seen across the workforce. More than 170 engineers are now using the mProcess Solution in Australia and New Zealand.

Benefits to our Customer

Changing from voice and SMS based communication to GPRS data-centric reporting has seen Fujitsu save approximately 75% on its phone bills. Plus, now that all of the contact, enquiries and reporting is done online, the staff numbers required to man the call centre has reduced dramatically, again cutting costs.

“Most importantly, the feedback from the field workforce on the new system has been excellent,” says Gene Echols. *“In a recent survey of our engineers, all of them said they were ‘happy’ with the new system, while over 70% said they were ‘delighted’ with it, making their job easier, with less paperwork required, allowing them to spend more of their time visiting clients. Fujitsu’s approach to centralised strategic control is unique, presenting a major shift in how incidents are resolved. By using a centralised call management system, it is able to provide a single point of contact for customers - a hub that can manage any incident in a consistent way.”*

Our Approach

This is an example of how effective combining a service-based application with a mobile device can be. The Fujitsu mProcess Solution is a general solution for linking mobile workers into operative processes of enterprises.

The design of the mProcess is based on task oriented mobile working and could, therefore, be deployed with Nokia’s devices into numerous business verticals such as healthcare, security, logistics, field service and sales.

Our Expertise

In 30 years of designing, implementing and managing complex business systems, Fujitsu has amassed a wealth of experience in developing mobile workplace solutions that reduce costs, improve productivity and customer services and deliver a compelling return on investment.

Fujitsu’s mobile services for the Mobile Professional and Mobile Field Force have been developed according to the TRIOLE and Sense and Respond® approaches. Based on reuse and design for service, TRIOLE means that Fujitsu provides reliable, robust and repeatable solutions that can be deployed quickly and cost-effectively. The Sense and Respond approach enables Fujitsu to deliver continual service improvements, in real-time, at the client interface.

Fujitsu offers a full-spectrum managed mobile service, delivered securely and in real-time. It is device and network independent, easy to use, and offered at a predictable monthly charge.

ASK FUJITSU...

Contact us on +44 (0) 870 242 7998 or
askfujitsu@uk.fujitsu.com or visit uk.fujitsu.com