

# Fujitsu: the Service Desk that ROCs

## Responsiveness, Ownership & Communication



### Service Desk Facts

- Provide first and second level support
- Support a wide range of clients across many industry sectors
- Handle over 1.2 million contacts every year logged via phone, email and web services
- Support over 200,000 end users across the world
- ITIL 2011 aligned
- ISO/IEC 20000.1 and ISO 9001 certified

### The Challenge

The Service Desk is the single point of contact for all incidents, service requests, change requests, problems, and access requests in the customer's IT environment. How do you ensure that more than 350 agents across multiple countries are delivering an outstanding service with each interaction?

### The Solution

The Foundation of Service Programme is focused on building the 'right behaviours that contribute to service delivery' through:

- Educating our staff with a new 10-day service induction focusing on core abilities and knowledge backed up by a personal commitment to service excellence
- Measuring and monitoring performance through a variety of qualitative and quantitative indicators; including customer

scorecards, compliments, call quality, attrition and staff engagement

- Rewarding staff for demonstrating those desired behaviours.

At the heart of the programme is the ROC framework, which focusses on 3 key behaviours - **R**esponsiveness, **O**wnership and **C**ommunication. ROC means we deliver excellent service as an outcome of our interactions and ultimately deliver a service that exceeded the customer's expectations every time.

### Responsiveness

In every interaction with our customers we demonstrate that we are quick to act to what they need and are alert to any impacts to the customer's business .

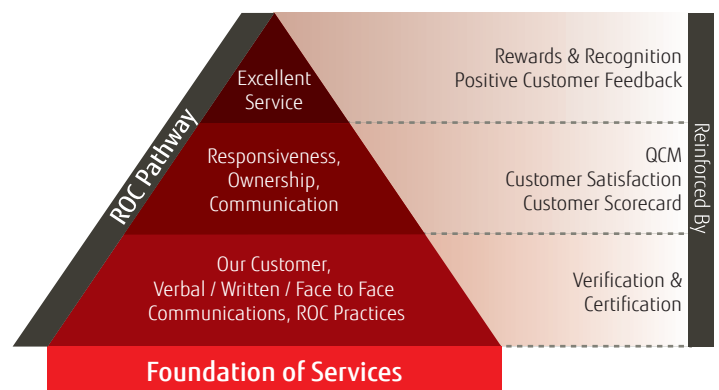
### Ownership

In every interaction with our customers we are committed to assisting the customer, no matter what issue it is.

### Communication

The communication needs to be contextual and relevant to the customer's specific situation. We proactively and clearly communicate with our customers to ensure they know what is happening.

The Foundations of Service programme aims to build "from the ground up" a framework of Service Delivery excellence, as we believe it's our people that make a difference to you.



From recruitment to the frontline we focus on developing a service orientated culture to deliver beyond our customer's expectations. A foundation training and induction program has been created to set a base line for a high performance culture aimed at driving a service excellence culture. This program is called the 'For Those About To ROC' (FTATR).

The ROC framework has created a unique service experience for our customers, helping Fujitsu to achieve its goal of a differentiated market position. Our Service Desk Agents are empowered and inspired, creating a high performance culture, where exceeding your expectation is the norm.

Ultimately, it means a Fujitsu Service Desk is far more than a traditional Call Centre. It's a key instrument in driving every day improvements and innovations in the service being provided to your users. In fact, Fujitsu has been recognised as a leader within the Service Management industry, winning the 2012 itSMF Service Desk Project of the Year award. The training team developing and delivering our programmes has also been recognised at the 2012 LearnX awards.

### The Benefits

We measure the effectiveness of the program through:

- Customer Satisfaction Surveys
- Employee engagement surveys
- Customer Compliments Register
- Call quality monitoring
- Service Level achievement

Through the implementation of the Foundation of Service Programme, we have witnessed a significant improvement in Customer Satisfaction levels and also an increase in the number of customer compliments received. This improvement is largely attributable to the introduction of the FTATR program which inspires the service desk agents to exceed customer expectations.

#### The benefits of the Fujitsu approach

- |  |                                   |
|--|-----------------------------------|
| ■ Improved Quality of Service            | ■ Boosted staff morale            |
| ■ Increased Customer Satisfaction Levels | ■ Lowered staff attrition rate    |
| ■ Improved SLA performance               | ■ Productivity gains              |
| ■ Cost Savings                           | ■ Lower the number of escalations |

Our ROC culture has also cut the rates of Service Desk attrition by half within a 12 month period, and we're now operating at about a third of industry average. So when a Fujitsu Service Desk agent answers your call, they are trained, knowledgeable and engaged – ready to deliver excellent service.

### Contact

Fujitsu Australia and New Zealand  
Address: Level 16, 15 Blue Street,  
North Sydney, NSW, 2060, Australia  
Phone: +61-2-9113 9200  
Fax: +61-2-9113 9222  
E-mail: askus@au.fujitsu.com  
Website: www.fujitsu.com/au  
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### About Fujitsu

Fujitsu Australia and New Zealand is a leading service provider of business, information technology and communications solutions. As the third largest ICT company in the Australian and New Zealand marketplace, we partner with our customers to consult, design, build, operate and support business solutions. From strategic consulting to application and infrastructure solutions and services, Fujitsu Australia and New Zealand has earned a reputation as the single supplier of choice for leading corporate and government organisations. Fujitsu Australia Limited and Fujitsu New Zealand Limited are wholly owned subsidiaries of Fujitsu Limited (TSE: 6702).



Service Desk Team Project of the Year Winner

»Excellent service involves paying attention to the customer needs, appreciating any problems they have and reaching a successful conclusion. Building good relationships with customers. Thanking the customer and promoting a positive, helpful and friendly environment will ensure they leave with a great impression«

Imran Bashir, Fujitsu Service Desk New Starter

### Conclusion

Through the ROC framework, Fujitsu service support is moving towards creating a differentiated market position and becoming a leader in service support. Customer's can expect to receive a high quality level of service from our Service Desk and know that Fujitsu will always aim to exceed customer expectations.

Fujitsu is creating a ROC solid performance culture to ROC our customer's world!

### About Fujitsu

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