

## Managed service that goes beyond the call of duty

*“The relationship with Fujitsu is excellent... I would certainly recommend Fujitsu as a provider of managed retail services.”*

**Andy White – Service Manager, Orange**



### Challenge

Orange France Telecom is a leading telecommunications operator with more than 170 million customers on five continents. It is also now one of Europe’s biggest players in the converged market with an instantly recognisable brand image, which has a natural affinity with the YAF (Young Active Fun) and SME business markets. In the UK, Orange provides high quality GSM coverage to 99% of the population and has nearly 17 million customers, including over 15 million active mobile customers and more than 1 million broadband customers.

Orange’s UK retail stores are one of the most visible faces of the company, so their effective operation is key to the company’s ongoing success. Andy White, Service Manager, Orange, says, *“For some time we have outsourced the support and management of our retail systems. However, about four years ago we felt that the relationship with our previous supplier wasn’t really growing as it was not proactively helping us to find new ways to improve our customer experience.”*

### Solution

Following an extensive competitive evaluation, Fujitsu was chosen to upgrade all of the point of sale hardware in Orange’s then 236 UK retail stores, including the porting of its main retail application onto the new platform. On the successful completion of the roll-out, Fujitsu was then awarded a three year contract to provide support and break fix maintenance services for all of the hardware across Orange’s entire retail estate, including tills, scanners, printers, chip & pin devices and peripherals, such as keyboards and mice.

Andy White continues, *“Fujitsu was open and honest and we all got on right from the start. It had a real ‘can do’ attitude and was very flexible in accommodating our needs, which can be quite challenging because of the diverse nature of our business. And I have to say that the roll-out of the new hardware was very well done. Our timescales were met and there were no major issues or adverse impact on our business.”*

Through a combination of acquisition and organic growth Orange’s retail estate has now grown to 337 UK stores, with around 700 tills and nearly 400 other devices supported by Fujitsu. Fujitsu has also been instrumental in supplying, building, testing, delivering and installing the retail equipment for each new store.

*“While it can take a while to acquire a new store, once we get the go ahead they need to be set-up and running very quickly,”* comments Andy White. *“So we rely on Fujitsu to tick all of the boxes and make sure everything is working from end to end. And the system works*

### SUMMARY OF KEY FACTS

#### Organisation

Orange

#### Services delivered

Supply, support and break fix maintenance services for all retail hardware, plus additional system development projects, including a digital media network and ‘queue buster’ terminals

#### Key metrics

- 337 UK retail stores
- 700 tills and nearly 400 other devices

#### Benefits

- **Increased revenue** – rapid deployment of new stores and continuing store enhancements have increased sales
- **Reduced costs** – global purchasing saves on retail hardware and mobile tills have reduced the cost of sale
- **Improved customer experience** – customers are served faster and more efficiently and till availability is maximised
- **Increased internal satisfaction** – stores receive a higher level of support and Fujitsu was rated 9/10 for customer satisfaction
- **Greater staff productivity** – staff don’t have to wait for a free till and kiosks have streamlined information delivery
- **Simplified supplier management** – having a single point of contact reduces management time and overhead costs

very well. The break fix support contract, is also flexible enough to accommodate the growth in devices, because the processes are already there, up-to-date and proven to work.”

Under the support contract, Fujitsu has a service level agreement (SLA) requiring a four hour response and 6 hour fix for 90% of issues involving business critical till equipment, which it has always achieved. “The support service works very well and Fujitsu always hits or exceeds its SLAs,” says Andy White.

Fujitsu has also undertaken a range of innovative projects for Orange, including the deployment of broadband units that Fujitsu configured and implemented in over 100 stores. These wall mounted information kiosks demonstrate Orange’s broadband capability, using content that is hosted and served by Fujitsu’s secure datacentre.

Andy White adds, “It made sense to slot all of these projects into the current contract with Fujitsu, because I knew we’d get ‘yes, we can do that and it’s no trouble’ response. I’m comfortable with Fujitsu and the way it operates and if I can have one call to fix all things I will drive towards that.”

More recently, Fujitsu has been working with Orange to improve the speed of its retail service with the introduction of ‘queue buster’ terminals. These all-in-one screen PCs are being used to capture new customer registrations, but are also capable of being used as tills to process payments.

“Most of our stores only have two fixed tills,” comments Andy White, “so some people were not being served quickly enough and ended up walking away. Fujitsu came up with the Trio solution, which was a quick way to add more tills. We initially targeted Orange’s top stores in an aggressive roll-out before Christmas and the introduction of the Trio terminals contributed to a 13% increase in sales over the Christmas period.”

In just three months, Fujitsu has now installed 250 Trios into 120 stores and Orange is currently evaluating a much larger roll-out to capitalise on the increased revenue and service benefits offered by the Trio.

Andy White says, “The relationship with Fujitsu is excellent. It has worked very, very well and expanded as we would have hoped, because we have been confident in giving Fujitsu more work. Our retail support is constantly being reviewed as part of the ongoing evolution of our retail operations and cost saving initiatives, and Fujitsu will feature heavily in our plans going forward. I would certainly recommend Fujitsu as a provider of managed retail services.”

### Benefits

Using Fujitsu’s support and project services Orange is benefiting from:

- **Increased revenue** – the rapid deployment of new stores and continuing enhancements to the retail environment, have increased sales
- **Reduced costs** – Fujitsu’s global purchasing generates savings in the supply of retail hardware and the use of mobile tills has reduced the overall cost of sale

- **Improved customer experience** – customers are now served faster and more efficiently and the stability of the retail environment ensures maximum till availability
- **Increased internal satisfaction** – stores now receive a higher level of support and Fujitsu was recently rated 9 out of 10 for overall customer satisfaction
- **Greater staff productivity** – staff no longer need to wait for a till to be free to process orders and kiosks have streamlined the delivery of customer information
- **Simplified supplier management** – using Fujitsu as a single point of contact for all system management issues reduces management time and overhead costs.

Andy White says, “Fujitsu is a key element in the services we provide to our retail stores, who are extremely reliant on the tills and devices that it provides and supports. Fujitsu not only meets our requirements, but goes beyond the call of duty to provide us with the best possible service. If I have any problems I can call Fujitsu and it will do whatever it can to fix them. That takes a massive amount of pressure off me, and the feedback from everyone dealing with Fujitsu has been excellent.”

### Approach

As part of its growing relationship with Orange, Fujitsu has taken over the break fix support for a range of third party systems in the retail stores, such as phone charging and music download units. Andy White explains, “At one point we had 16 or more third party systems in our stores, so we wanted to streamline our operations by managing everything through Fujitsu.”

When Orange evaluates new retail systems Fujitsu is always now involved. “Fujitsu’s opinion is trusted and we rely on its advice on the benefits and supportability of any new devices or technology,” continues Andy White, “Similarly, if we need any guidance on a ‘what if’ scenario basis a quick call to Fujitsu can save us a huge amount of effort. We can usually get a flavour of what is involved without any hassle, which makes life easier for everyone. It’s also a two way street and Fujitsu proactively comes forward with new ideas for us to consider.”

### Expertise

With over 30 years experience of supporting the needs of customers, Fujitsu has a proven track record in providing innovative systems and management services that increase revenue, reduce costs, improve productivity and customer services and deliver a compelling return on investment.

“Fujitsu understand our business and can provide excellent input into any decisions we make,” explains Andy White. “It also brings its experience of the telecommunications markets, which is very useful as we’re not like most high street retailers. As a result, Fujitsu’s already half-way there whenever we discuss any new ideas, which makes life a lot easier and also helps to ensure that we end up with the best possible solutions.”

### ASK FUJITSU

Contact us on +44 (0) 870 242 7998 or

[askfujitsu@uk.fujitsu.com](mailto:askfujitsu@uk.fujitsu.com) or visit [uk.fujitsu.com](http://uk.fujitsu.com)