



“It’s great for collaboration and information sharing in the workplace. It makes it much easier to explain ideas and has speeded up the administrative processes involved in providing consultations.”

Shingo Fujii
Business Advisor and Senior Consultant
Kitahiroshima-cho Society of Commerce
and Industry

With Fujitsu tablets connected to a cloud platform, Federation consultants are able to instantly capture, upload and retrieve relevant information, using the latest technology.

At a glance

Country: Japan

Industry: Government-authorized corporation

Website: www.active-hiroshima.jp

Challenge

Hiroshima Prefectural Federation of Societies of Commerce and Industry consultants used a largely paper-based approach in its liaisons with local businesses, leading to inefficiency and lost information. It wanted a more effective approach to communications.

Solution

The Federation deployed Fujitsu tablets connected to a cloud platform that enables the consultants to instantly capture, upload and retrieve relevant information.

Benefit

- Data is instantly logged in the system so consultants no longer have to go back to the office to write reports, freeing up time
- All the necessary documents are stored on the tablet, eliminating the need to carry around bulky documents
- Consultants can answer a range of queries with the right information at their fingertips for more efficient and effective outcomes
- Feedback from members is used to inform the consulting practices, improving service standards

Customer

Through its 34 members, the Hiroshima Prefectural Federation of Societies of Commerce and Industry works to stimulate and promote economic growth throughout the region via a range of initiatives. These include business advice and support services, local stimulus programs at town and village level, assistance with business start-ups and restructuring, partnering on IT projects, and mutual aid schemes.

Products and services

- FUJITSU Cloud Service MobileSUITE®
- FUJITSU Business Application CRMate



Challenge

A major component of the services provided by the Federation involves sending out management consultants to provide advice and assistance to small businesses that belong to local societies of commerce. However, there were a number of issues that needed to be addressed in the way that consultants visited businesses to provide advice and assistance.

“The consultants would generally work independently of one another in providing advice on location,” explains Hiroaki Sasai, Secretary General of the Hiroshima Prefectural Federation of Societies of Commerce and Industry. “However, there were limitations in terms of consistency, sharing of information and ideas, and ensuring that the advice provided was tailored to their needs and circumstances.”

The quality of the advice provided was dependent largely on the expertise and experience of the consultant, making it difficult for consistently high standards to be achieved. Also, consultants would often jot down details of the member business without properly documenting the information so that it could be made available to other consultants. As a result, it was often difficult to get an accurate and up-to-date picture of how each business operated and how well it was doing.

Consultants were mainly using printed documents that they took with them on visits. During a consultation, it would often turn out that the consultant did not have the necessary document to hand. They would then either have to go back to the office to get it or arrange another visit. Also, writing up meeting outcomes back in the office was considered an inefficient use of time, and key information was often found to be missing, especially if the consultant had neglected to complete the write-up.

Solution

Fujitsu has been able to resolve these issues without imposing any major changes on the role of the consultant, simply by getting them to change the way they were working. With tablets, consultants are able to do the same work much more efficiently using the latest technology.

The mobile consulting system developed specifically for the Hiroshima Prefectural Federation of Societies of Commerce and Industry is based on a cloud platform infrastructure for tablets called FUJITSU Cloud Service MobileSUITE®, together with the FUJITSU Business Application CRMate CRM solution. When a consultant goes out on a site visit, the tablet uses GPS to display a list of businesses at the current location. The consultant then selects the relevant member to access information about their business. The tablet automatically records the time and date of the visit and the name of the contact person.

Just a touch of the screen allows the consultant to upload to a cloud database information such as the type of advice provided, status of the business and document access history. The database retains a full history of consultations provided to each member. This historical data provides a good indication of members’ needs and expectations. It improves the consistency of advice provided and enables more efficient collaboration.

Benefit

The mobile consulting system provides an easy way for consultants to enter details on members and consultation visits, which they previously recorded by hand. Since the data is instantly logged in the system, consultants no longer have to go back to the office to write up meeting reports on a computer. This frees up more time for them to work with members, thereby ensuring a higher standard of service.

All the documents that a consultant requires are stored on the tablet, eliminating the need to carry around bulky documents. This also allows the consultant to answer a range of queries with the right information at their fingertips, resulting in more efficient and effective outcomes.

The mobile consulting system has not only produced more efficient and effective consultations, it has also significantly improved communication with member businesses. After every consultation, the member is automatically sent a short survey via email. Feedback is used to inform the consulting practices, while the survey process itself provides a direct communication channel with members, which in turn can be used to improve service standards.

The system has improved the quality and quantity of efficient and tailored support and consulting services, providing a structure for gathering data that can be used to contribute to regional economic development, improving quality of life both in the home and at the workplace.

“It’s great for collaboration and information sharing in the workplace. It makes it much easier to explain ideas and has speeded up the administrative processes involved in providing consultations,” says Shingo Fujii, Business Advisor and Senior Consultant. “And because we are now in closer contact with members, we have a better understanding of their needs while they have a better appreciation of how we can help. All of this means that we are able to provide a better level of service. These tablets are a great benefit and I hope we can continue to use them.”

“The mobile consulting system has made everything so much more efficient. We can provide a much better service to a much greater proportion of our membership,” concludes Hiroaki Sasai.

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