



Océ

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Benny Duus
IT Competence Team Leader
www.oce.dk



Océ improves customer experience with GoToAssist

Océ provides innovative print and document management products and services to enable its customers to manage their documents more efficiently and effectively. Headquartered in the Netherlands, the company operates globally in 80 countries, with dedicated branches in 30 of these, and employs more than 24,000 staff. The Nordic region services customers across Norway, Sweden, Denmark and Finland.

The challenge: minimising support response time across a large region

Océ has a team of several consultants, each with specific product knowledge and service expertise, who provide support and advice for customers across the Nordic region. However, because the consultants are based in various locations, it is often difficult or time-consuming for them to travel to client locations. In addition, consultants with particular product expertise are not always close enough to assist a customer in person.

Benny Duus, IT Competence Team leader at Océ Denmark, explained: “The range of support services that we provide our customers involves analysing and fixing problems with printing machines and software. This often required a desk-side visit, which can mean lengthy travel times when providing assistance across all four Nordic countries. In addition, we want to be the provider that gives the highest level of service.”

The pressure on Océ’s consultants, plus the frustration of customers who had no choice but to wait for a consultant to drive out, meant that despite delivering high-quality support, Océ was not providing service in the most efficient, cost-effective way.

“Our customers were pleased with the high-quality support we were giving but were frustrated by the time it took us to attend to call-outs, despite our best efforts to streamline the process.”

Implementing GoToAssist

It was during a conversation with a customer that Océ realised remote assistance would allow its consultants to combat the problem of having to visit customers in person to provide support. Citrix® GoToAssist® offered the reliability, security and ease of use that Océ required and,

after an initial consultation, the company implemented the product in the Denmark region during August 2007. Following the success of the trial, GoToAssist was rolled out throughout the Nordic region.

“The trial was extremely successful and we soon realised that GoToAssist would allow us to comprehensively change the way we worked and deliver real benefits to the business and our customers. Installing GoToAssist was simple and straightforward, meaning that the trial was up and running in no time. When we decided to roll it out further this was also achieved with minimal fuss,” said Duus.

GoToAssist is supplied as a Software as a Service (SaaS) solution, which means that it is available immediately to anyone with an Internet connection. This allows quick and easy deployment, without the need for complex software installations or hardware changes.

Solving problems when they happen

As soon as GoToAssist went live the benefits were apparent. The Océ team of consultants can now provide immediate, real-time live support to any customer from any location by simply logging into a customer’s system via an Internet connection.

“We knew the system would allow us to react instantly to issues our customers reported, but I was particularly impressed by how simple and easy GoToAssist is to use. The visibility it gives us is phenomenal: in many cases we not only diagnose the issues but can also upload patches or fix a problem - all from the comfort of our office,” he noted.

Supporting customers three times faster

Prior to deploying GoToAssist, each Océ customer call-out had a minimum travel time of half an hour each way. Some journeys to customers located on remote islands with difficult access could take four hours.

“With GoToAssist, it is now possible for us to support our customers much more quickly. Many of our customers run business-critical applications and want 100-percent uptime. Now we can start solving their problems as soon as they call us. In October 2007 our total support time with GoToAssist was 85 hours; it likely would have been three times that amount if we had had to go on site.”

Increased customer satisfaction

The reduction of travel time and the convenience of attending to customer problems remotely have proved to be hugely popular with Océ’s employees. Customers have also been eager to show their support for a secure and reliable solution that is reducing software downtime and increasing the speed of resolution.

Because GoToAssist enables a consultant to invite and involve additional experts during a live session, Océ’s customers can benefit from receiving support from the most-experienced consultants.

“We thought some of our customers might be worried by the security aspects of remote access, but using a reliable, highly secure solution from Citrix Online has enabled us to alleviate any concerns. We can provide a higher standard of support by matching the most relevant consultant to a particular support issue, no matter where they might be

Key benefits

- Supports customers 3 times faster
- Provides faster responses to customer problems
- Enhances customer service for a competitive edge

located. As soon as our customers experienced the new service, the feedback we received was overwhelmingly positive,” said Duus.

“As far as I know, not one of our competitors is using such a secure remote access solution and this allows us to stay ahead of the game and ensure that we are providing the best possible service.”

Future plans

Océ is now keen to ensure they are taking full advantage of all the comprehensive features offered by the product. “GoToAssist is a powerful and extremely effective tool, but we are still only using a fraction of the available functionality. We plan to provide comprehensive training for all our consultants so that we can achieve the full range of benefits. I am also keen to start embracing other flexible and remote working solutions and have already initiated a trial of Citrix® GoToMeeting®,” added Duus.



Citrix Online Division

7414 Hollister Avenue
Goleta, CA 93117
U.S.A.
T +1 805 690 6400
info@citrixonline.com

Media inquiries:

pr@citrixonline.com
T +1 805 690 2969

Citrix Online Europe Middle East & Africa

Citrix Online UK Ltd
Chalfont Park House
Chalfont Park, Gerrards Cross
Bucks SL9 0DZ
United Kingdom
T +44 (0) 800 011 2120
europe@citrixonline.com

Citrix Online Asia Pacific

Level 3, 1 Julius Avenue
Riverside Corporate Park
North Ryde NSW 2113
Australia
T +61 2 8870 0870
asiapac@citrixonline.com

About Citrix Online

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