

# KONICA MINOLTA NZ

Office equipment supplier improves sales configuration speed and accuracy for increased customer satisfaction and profitability.



KONICA MINOLTA

## Company

**Konica Minolta Business Solutions New Zealand Ltd.**

Auckland, New Zealand  
www.konicaminolta.co.nz

## Corporate Details

Konica Minolta Business Solutions New Zealand Limited is a unique, New Zealand-owned and operated business. Through their previous incarnation, U-Bix, they have been working with New Zealand businesses for more than 35 years, helping to efficiently manage information flow and harness new document technology.

## Benefits

- Customer orders configured with 100% accuracy
- Increased profitability due to fewer order errors, and a reduction in rework
- Improved customer satisfaction due to increased order accuracy
- Streamlined order processes that yield increased efficiency and costs savings due to the productivity gains created.



## Experlogix, Inc.

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## Challenge

Konica Minolta NZ has been working with New Zealand businesses for more than 35 years, differentiating through the quality technology brands as well as customer service excellence. "As we have grown as an organization, product configuration information was being maintained in multiple departments, making it difficult to ensure everyone was using the most current data," says Brendon Avery, Konica Minolta NZ general manager of IT. "We wanted a quote and order solution that was database driven so that a single version of the truth existed rather than many copies as we originally had. By removing the need for any paper based systems, and automating as much of the sales order process as possible with order configuration data in a single database, we wanted to eliminate the chance of error, either in rework or incomplete orders."

***"Experlogix ensures our orders are configured with 100% accuracy, streamlines our processes, and ultimately saves on costs."***

- Brendon Avery, General Manager of IT

## Solution

Konica Minolta chose Microsoft Dynamics™ CRM and Experlogix Product Configurator as an integrated, easy to use solution. According to Avery, "it was important that we could make the product configuration process as easy as possible, so that the tasks could be completed in a timely manner. It was absolutely critical that the task could be done once and done right, to eliminate the amount of rework that we were burdened with in using our old system."

## Result

With Experlogix, "our product configuration process completely integrates with the sales order process and ensures that our quotes contain all of the components and costs associated with the solution being presented to the customer," says Avery. "This has improved our profitability and has strengthened our customer satisfaction levels. Further down the road, I am expecting to see enhanced product pipeline reporting, which should result in improvements in our stock keeping levels. It is expected that we will see time saved in configuring a product and accuracy improved to 100% on all orders."

## Implementation Highlights

"During the training and implementation phases, the Experlogix staff were professional and very accommodating to all of our needs," says Avery. "Without exception, everyone we dealt with at Experlogix has been a pleasure to deal with. They were helpful, friendly, and went the extra mile to ensure that our needs were met wherever they could."