



Known the world over as "The Document Company," the Xerox Corporation has been synonymous with document reproduction since 1961 and the success of the first automatic plain paper copier. Xerox posted \$18 billion in revenue in 1997 and has a current product line that includes publishing systems, copiers, printers, scanners, fax machines, and document management software.

# Client Study

# Xerox Corporation

## The Problem

### Increase Supply Sales through Consistent Customer Follow-Up

When the Xerox Supplies Marketing division began selling supplies directly to customers, it created the need to track the customer base and its use of Xerox supplies. The division wanted to ensure that customers would continue to use genuine Xerox products by making customers aware of the products' performance benefits. Xerox embarked on a plan to improve customer relationships by implementing a call center that would automate outbound calling efforts, provide easy access to customer information, and track customer purchase patterns more effectively.

### Industry

Manufacturer of Office Equipment and Supplies

### Integration

#### Telephony

Aspect ACD  
Lucent PBX

### Application Type

Telesales

#### Data

Amdahl Mainframe  
Sun Sparc 1000

### Solution Size

156 Seats in 3 Locations

## The Solution

### Immediate Access to Customer Data and History

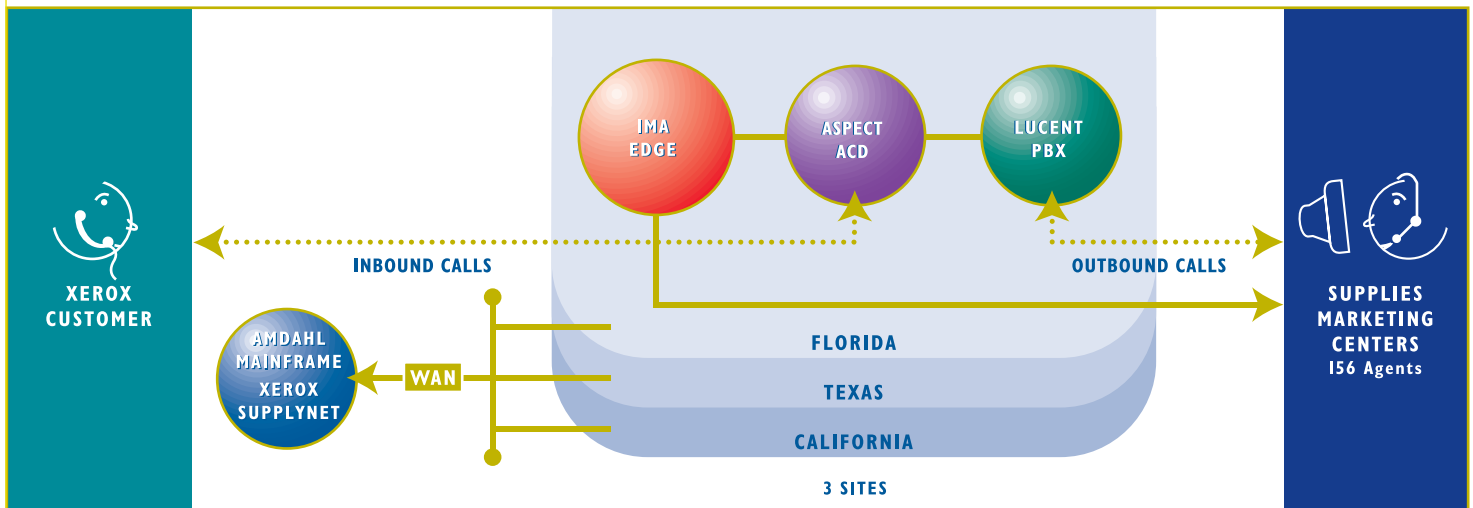
Xerox, a world leader in information management, chose IMA's EDGE® software to integrate with its customer database and serve as the hub in its Supplies Marketing Center.

Currently 156 representatives in 3 locations (St. Petersburg, FL; Lewisville, TX; Santa Ana, CA) use EDGE to place over 5,000 outbound calls per day from the database of Xerox clients. An EDGE server in each location is connected to the mainframe via a wide area network (WAN), enabling the download of customer records. EDGE tracks customer product history and purchase patterns and schedules callbacks based on supply levels and estimated reordering time frames. EDGE's preview dialing feature allows agents to thoroughly review customer accounts before each call is placed. EDGE stores all customer data for instantaneous access to general account information, historical purchase records, and scheduling calendars for follow-up. The system has been closely integrated with the Xerox order entry system, Supplynet, to streamline communication between the supplies marketing, order entry, and inventory control groups.



**IMA's EDGE implementation in the Xerox Supplies Marketing Center has resulted in a 30% increase in the number of outbound calls per day.**

## Solution Architecture



## The Benefits

### Consistent Follow-Up Increases Sales

By calling customers before their supplies run out, Xerox encourages the continued use of their supplies. The Supplies Marketing Center credits EDGE with helping to streamline outbound calling operations, resulting in increased sales and improved productivity levels.

- EDGE implementation has spurred a 30% increase in the number of outbound calls per day over the previous manual environment.
- EDGE's tight data integration with the mainframe order entry system enables fingertip access to information on pricing and inventory. The result is improved customer service.
- Preview dialing improves agent productivity and enhances customer satisfaction. Agents are well prepared to speak to customers about their unique supply needs and provide the appropriate product information in response to customer questions.
- The intuitive nature of the system, coupled with the volume of information available online, has decreased new agent training time.

*By capitalizing on the market opportunity within its own customer base, Xerox improved productivity and increased revenues. But more importantly, with superior customer service levels and regular follow-up, Xerox has significantly impacted customer retention and loyalty.*

