CASE STUDY-PRODUCT APPLICATION PR

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OFFICE TECHNOLOGY RESELLER REAPS THE BENEFITS OF INVESTING IN T CARDS ONLINE

Introduction

Midshire Business Systems is one of the country's largest independent **office technology resellers** in the UK, established over 25 years ago and with over 12,000 installations. Midshire sells across a broad spectrum of SME's in both the commercial and public sectors with particular emphasis on educational establishments. The company has built a reputation for providing a market-leading service, helping clients to benefit from a steady flow of new product innovations and technical developments from leading brands such as; Ricoh, Sharp, Toshiba, Lexmark, RISO and HP. With a full range of desktop photocopiers, multi-functional printers, business telephone systems, superfast business broadband and IT systems, the company provides comprehensive office technology solutions. Now, thanks to the implementation of **T CARDS ONLINE**, Midshire is reaping the benefits of enhanced communication and optimum visibility of all the steps of their order-to-delivery process.

The Challenge

With such a broad range of customers and installations it's essential that Midshire maintains the highest level of workflow management. Adrian Low, Group Service Delivery Analyst at Midshire explains, "*We need a clear overview of our order to delivery process, showing all the steps and the status of any order within it". We wanted to minimise the risks of a lack of transparency of our process and the many steps involved, to help us meet and exceed customers' expectations and deliver to agreed timescales".* The key requirements were; implement an easy-to-use, convenient online solution which would streamline and improve

the recording and sharing of information, helping to improve processes, enhance productivity and customer satisfaction.

The Solution

Midshire looked at the available options of workflow management systems and decided on T Cards Online System in August 2015.

The solution allows Midshire to visually allocate the various tasks associated with the ordering, building, networking and delivering of photocopiers, and is used by 20 people across 3 departments. The installation process was incredibly smooth, taking approximately 2 months from

initial conversations to completion. Since the implementation of the T Cards Online system Midshire have been delighted with the results and are now making plans to extend T Cards Online across the entire group of companies, to include the Stockport and Cardiff offices. Additionally,

there are plans to allow Sales Managers access to the system, so they will be able to quickly see how their customer's orders are progressing, enabling further transparency between the company and customers.

The Benefits

Adrian Low confirmed this, *"We have been really pleased with the benefits of using T Cards Online. Having streamlined various processes it has contributed to improved Customer Service and Sales Satisfaction. We particularly like that all members of our team have quick and easy access to the information that they need."* Adrian added *"At present we are continuing with another update and 'tweaking' processes further to improve what we do. To that extent we have found that T Cards are a very 'agile', responsive company to deal with, when we need support it's always very quick and helpful."*

Midshire Business Systems experience in using the T Cards Online system is yet another example of the benefits of this simple yet highly effective online management tool which helps companies large and small to streamline management processes and improve productivity.

More information from: T Cards Online,

Addington, West Malling, Kent, MER19 5BP, UK.

Tel: +44 (0) 1732 871417   email: philip@tcardsdirect.com   www.tcardsonline.com