

# Fuji Xerox Global Services Solutions for Utilities and Telecommunications





## Energise your communications with Fuji Xerox

The infrastructure services sector is evolving. While this offers unprecedented opportunities for companies involved in delivering telephone, Internet, electricity, gas and water, it also brings a range of potential threats.

Utilities and telecommunications companies face growing challenges from:

- increased unpredictability due to market deregulation;
- greater competition from both new and existing players;
- shifting customer expectations and growing demands;
- changing compliance requirements; and
- reduced customer loyalty.

The solution to each of these twenty first century challenges relies on improving the flow of information within the organisation and along the supply chain, and on enhancing the quality of communications with customers.

Fuji Xerox Global Services is the leading supplier of outsourced communication and document management services. We help infrastructure companies all over the world to respond effectively to changing market conditions, improving productivity and increasing profitability while enhancing the quality of customer relationships to build loyalty and reduce churn. Because we focus completely on communications and document management, we are experts at uncovering the hidden costs in your printing and distribution, optimising processes to reduce wastage and improve performance.

Our services range from procurement, management and maintenance through to document design and distribution, digital workflow and information storage, accounting and mailroom services. By outsourcing non-core activities to Fuji Xerox Global Services, you can focus on your strengths while leveraging our expertise and proven methodologies. In most large organisations, documents account for ninety percent of customer communications and cost up to 15 percent of annual revenues (InfoTrends/CAP Ventures).

We typically save our customers around 30 percent on their document costs, which can translate to as much as five percent off your bottom line. How much more competitive would that make you?

## Streamlined processes improve productivity

On a daily basis, infrastructure providers create, distribute and manage a staggering amount of documented information.

From customer profiles and contracts to marketing materials, management reports, franchise documents, maintenance contracts and invoices, your business relies on documents to function effectively. Yet, most utilities and telecoms firms still depend on paper documents, which limits their efficiency.

Fuji Xerox Global Services digital workflow solutions can streamline and simplify document-intensive processes across your enterprise and supply chain, reducing the time to complete tasks and enhancing your customer service. Our solutions integrate seamlessly with your existing business systems, helping you combine information to consolidate billing or enhance your customer relationship management and reporting processes. This can help to grow your share of wallet and increase return on investment.

# Xerox takes the holistic approach to Telecoms

Xerox put in place personnel, expertise, a series of linked multi-functional devices and the ability to route print volumes to the most appropriate point of production. British Telecommunications (BT) is one of the world's leading providers of telecommunications services and one of the largest private sector companies in Europe. BT is expanding its presence overseas rapidly and has operations in more than 30 countries worldwide.

## The Challenge

"We thought there was scope for a more holistic approach to producing documents across the organisation. We undertook a program of market research and decided that what we needed was to develop a greater 'partnership' relationship with our suppliers." Steve Drain, Commercial Supply Chain Manager at BT, is clear about the requirement that the company

had when it looked at the way in which documents were produced. He continues; "We were still buying and maintaining machines to produce documents and having looked at it, we decided that perhaps we shouldn't be."

That was 1999. Since then BT and Xerox have entered into a multi-million pound agreement, the biggest of its kind in the UK, over five years to outsource their document production across the organisation. BT is

a company that employs 120,000 people across the UK. There are 8,500 sites in the country, from the smallest exchange to large offices, plus a number of multibuilding campuses.

## The Solution

Steve is clear about the BT decision to use Xerox as the document partner: "They could provide leading edge technology and had the demonstrable operational expertise to manage enterprise wide document services." The solution proposed by Xerox was a managed service package, where print volumes would be supported by a configuration of equipment most appropriate for any given site. As Steve says: "We no longer purchase equipment, Xerox provide us with a managed document service. Xerox appear to have a comprehensive understanding of our business requirements and how they can support us in achieving them, and that's attractive."

Digital imaging and workflow minimise the costs associated with creating, storing and distributing information, ease collaboration and eliminate communication bottlenecks by ensuring relevant information is available at the touch of a button. That means informed decisions can be made quickly and efficiently, improving your ability to respond nimbly to changing market conditions and customer demands.

## Build loyalty and reduce churn

Lock in your existing customers and improve your hit rate with prospects with professionally-designed brochures, forms and other customer-related materials from Fuji Xerox Global Services.

By increasing the potency of your branded communications, we can help you develop intimate, long-term customer relationships that maximise your share of wallet and reduce churn.

It costs two to three times more to acquire a new customer than to grow an existing relationship, which is why tailored, on-demand publishing is a powerful weapon in effective customer marketing.

We can develop web-based templates that your people simply populate with specific customer information to create highly relevant and personalised communications that are individually targeted to achieve maximum impact.

Whether you are announcing a new product offering or communicating a price increase, our document creation specialists can enhance the way your message is received and increase your response rate.

Since our services are probably far more cost-effective than your current approach, that means a healthier bottom line!

## Lower costs drive profit growth

With increased competition comes the need for lower margins and greater efficiency. Outsourcing non-core functions to Fuji Xerox Global Services is an ideal way to reduce costs by leveraging our proven expertise, methodologies and resources to improve data accuracy and process efficiency.

Whether we're assessing your workplace to optimise the number and placement of printers and copiers to support efficient work practices, streamlining processes with digital workflow, or taking over your accounting and/or mail handling systems, Fuji Xerox Global Services will save you money while improving the performance of these back office functions.

Our experiences in supporting utilities and telecommunication companies all over the world have given us unique insights into how to support your business.

Our print management services range from asset procurement through to outsourced maintenance and management of your entire printer fleet. Our vendor neutral approach ensures the right solution for your needs, every time, while maximising the value of your existing investment.

### Compliance made easy

The growing complexity of the infrastructure services landscape has created new challenges in governance, compliance and reporting.

The diversification of product and service offerings, growing reliance on retail franchises and a steady stream of new market entrants is increasing the pressure

on utilities and telecommunications organisations alike to meet performance targets while demonstrating compliance.

Fuji Xerox Global Services helps ease management reporting with sophisticated information management processes that provide comprehensive audit trails to aid governance and accountability.

Even addressing emerging issues such as measuring carbon emissions and developing alternative offerings for environmentally-concerned consumers become easier and more efficient with our information management solutions.

At Fuji Xerox Global Services, our commitment to you is to streamline and simplify your back end processes to enable you to do even better at what you do best. Whether your business is in telecommunications, energy, water or sewerage, we'll maximise your efficiency and effectiveness to increase your market impact and improve your results.

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## About Fuji Xerox Global Services

Documents are positioned as increasingly important management resources for today's corporate activities. Fuji Xerox provides outsourcing services that focus on the document and business processes of customers who conduct business in Japan and globally. Based on our extensive consulting experience, optimal IT utilisation and worldwide service provision structures, Fuji Xerox can efficiently manage all documents processes – from production and storage to output and usage – to achieve cost reductions and higher productivity, while also contributing to customers' business growth as their ultimate business partner.

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