

The Canon logo is positioned on a red diagonal banner that cuts across the top left corner of the page. The banner is a solid red color, and the logo is white.The background of the top section is a photograph of a parking lot with several cars parked. In the background, there are buildings, including a prominent blue one with the name 'atropola' on its facade. The sky is blue with some light clouds. A red diagonal line is drawn over the text.

ALWAYS ONE STEP AHEAD OF THE CLIENT

How Avtera Manages Customer Complaints

Avtera, d. o. o., is a Slovenian representative and distributor of over thirty leading brands in computer science, information technology, consumer electronics, home appliances, and e-bike mobility. The company employs more than seventy people and collaborates with over seven hundred domestic and foreign wholesale business partners. They focus solely on B2B transactions and do not directly engage with end customers.

COMPANY NAME:

Avtera, d.o.o.

LOCATION:

Ljubljana

INDUSTRY:

Computer science
and informatics,
commerce

SERVICES:

Wholesale,
distribution,
IT solutions

ESTABLISHED:

1990

COMPLAINTS: TIME-CONSUMING YET INEVITABLE PART OF BUSINESS OPERATIONS

Smooth logistics processes are a crucial aspect of a company's success, and proficient complaint management significantly influences customer satisfaction. For some time, managing complaints and claims has posed a clear challenge. Complaints were being received through various channels (different email addresses, phone calls) and from different parties involved (storekeepers, service technicians, sales representatives, distribution partners), making it difficult to maintain a timely and comprehensive overview of the status of individual requests.

Information was scattered across multiple messages, lacking clear connections, which led to several issues. The processing of complaints frequently stalled unnecessarily, leading to some requests being overlooked or completely forgotten. Additionally, there were instances where objections were not listed in rejection responses and missed deadlines for resolving complaints led to direct financial losses.

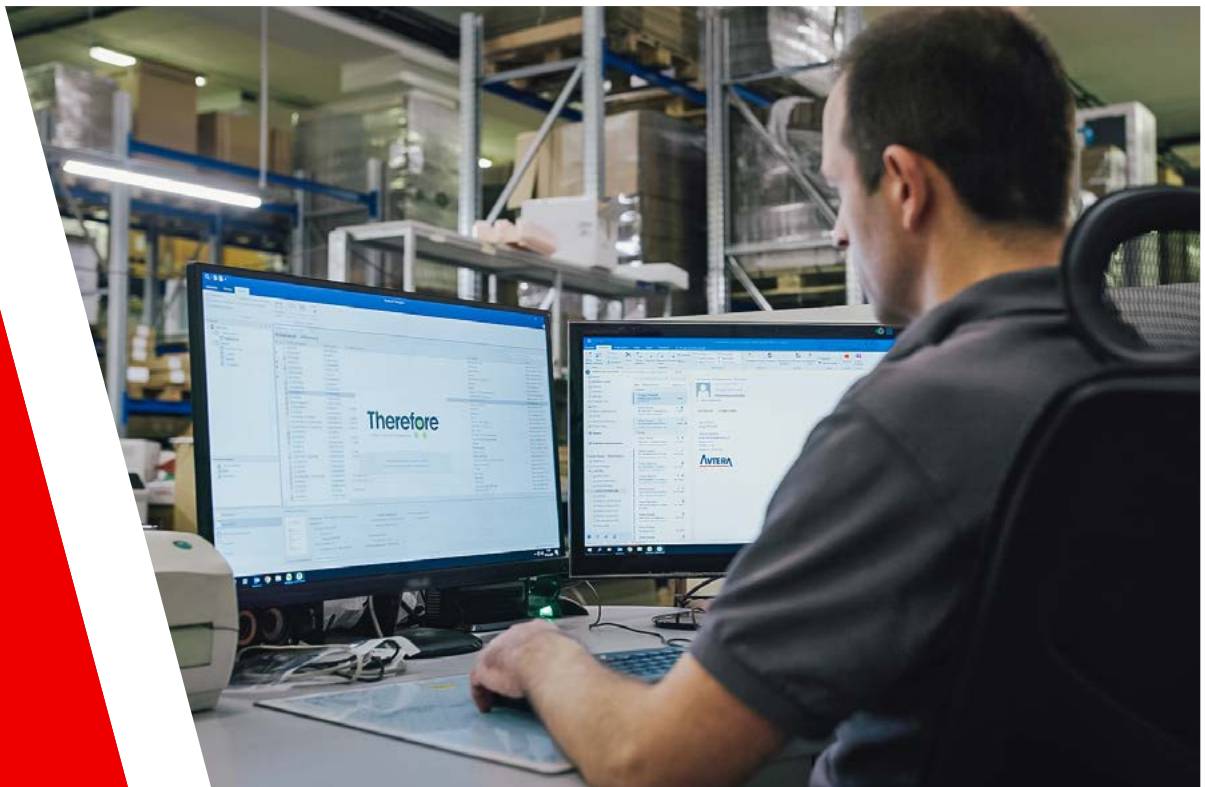
“ THROUGH OUR DISCUSSIONS, IT BECAME CLEAR TO ME THAT THE THEREFORE DOCUMENT SYSTEM SYSTEMATICALLY ADDRESSES MANY PROCESSES IN OUR COMPANY AND IS THUS THE MOST SUITABLE SOLUTION.”

Grega Vrhovnik, Avtera

Grega Vrhovnik, Technical Director at Avtera, presented the challenge at an event hosted by HC Center in 2019. HC Center is a Canon partner that has already been collaborating successfully with Avtera for some time. They identified that the area of complaints could be systematically improved with the Therefore document system. Within a month, they successfully outlined the situation, identified challenges, and compiled a detailed list of requirements:

- Establishing support for the complaint process to ensure that all requests are processed.
- Clear organization of documents and business communication.
- Possibility to transfer complaint processing tasks among various employees.
- Precisely defined stages of the complaint process.
- Comprehensive overview of unresolved complaints from all partners (customers, distributors).
- Structured, uniform forms of correspondence spread across different communication channels.
- Integration with Microsoft Office solutions and OCR scanner (Optical Character Recognition).

Once the solution architecture was defined, the implementation process began, and the operational system for managing complaints was up and running in less than six months. Now, complaints are handled by sales representatives. The process starts with an email that includes the delivery note number and the package number. All further communication relates to these two identifiers. Messages are received in a shared mailbox and saved in Therefore. One of the three employees takes over the message, initiates an investigation, fills out forms, gathers visual materials, and monitors the progress of the complaint process. All in one place.



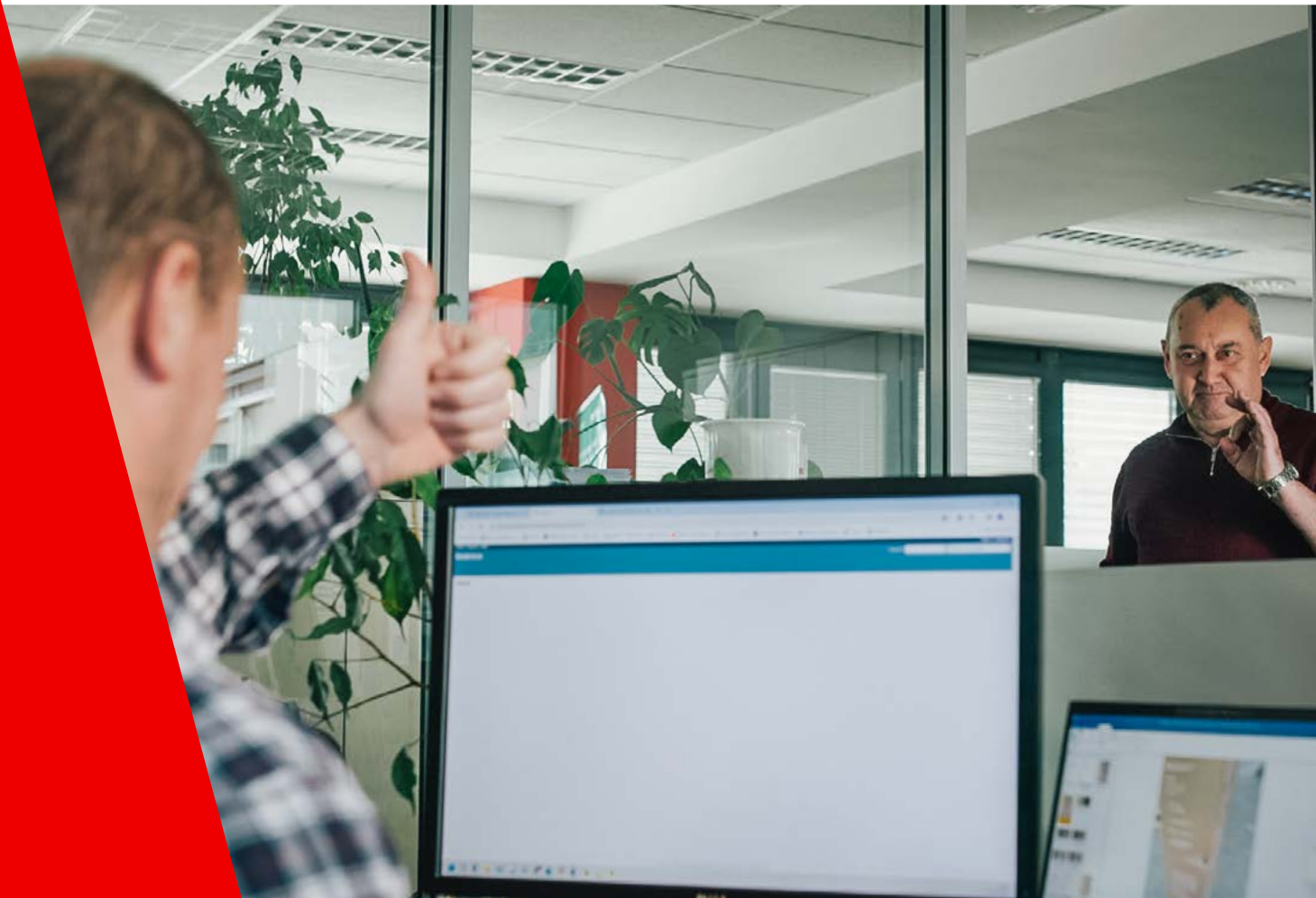
“ EVERYTHING IS SO MUCH EASIER AND MORE TRANSPARENT NOW. FOR INSTANCE, THERE WERE TIMES WHEN THE MAIL CARRIER WOULD WRITE A PACKAGE RECEIPT BY HAND, AND THESE WOULD OFTEN GET LOST. NOW, WE SIMPLY SCAN THEM USING CANON'S MULTIFUNCTION DEVICE AND ATTACH THE DOCUMENT TO THE RELEVANT CLAIM.

Grega Vrhovnik, Avtera

UP-TO-DATE COMPLAINT MANAGEMENT: BENEFITS OF THE NEW SYSTEM

Once again, HC Center has proven to be a reliable partner. Besides their clear understanding of business needs and specifics of the complaint management process, they offer a notable advantage with their cost-effective leasing model. Within this arrangement, concerns about server infrastructure are alleviated, minimizing client risk, and maintaining a remarkably low initial investment. The benefits of the new system became apparent very quickly:

- Complete traceability and transparency of all aspects of complaint processing,
- Enhances communication with customers,
- Improved responsiveness and efficiency,
- Financial benefits from adhering to all important deadlines.



AND WHAT ABOUT FUTURE PLANS?

Avtera has established an efficient platform with the Therefore document system, which can now be integrated into other companies within the same business group and offered to distribution partners. They are considering utilizing it to manage over 500 contracts annually, and it could also be used for handling documentation for public tenders. With numerous opportunities for further development, there's no shortage of new challenges and projects ahead.

“ OUR TOP PRIORITY IS TO REMAIN PROACTIVE AND STAY AHEAD OF OUR CUSTOMERS, ENSURING THAT PROCESSES ARE CONTINUALLY PROGRESSING ON OUR END, RATHER THAN FACING EXTERNAL INQUIRIES ABOUT THE STATE OF SPECIFIC COMPLAINTS.”

Grega Vrhovnik, Avtera



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