



CASE STUDY:

**Toshiba America Medical Systems
Increases Field Service Efficiency
with AMP[™] SERVICE**

ORGANIZATION	Headquartered in Tustin, California, Toshiba America Medical Systems (TAMS) is a leading provider of diagnostic imaging systems in the US, providing critical technology and services that impact the lives of healthcare patients.
CHALLENGE	To ensure Customer Engineers (CE) meet critical service commitments to its customers, providing them with instant access to customer and inventory data in the field, utilizing easy-to-use and easy-to-deploy technology.
SOLUTION	Deploy Antenna AMP [™] SERVICE mobile solution to provide TAMS an effective way to dispatch and monitor the status of service calls, and to give the CE's access to essential information stored within their Amdocs Clarify CRM system in real-time using BlackBerry handheld devices.
RESULTS	Improved service efficiency in the field and increased customer satisfaction through faster service call resolution. Improved cost effectiveness through accurate inventory reporting and reduction of calls to the Assist Call Center.
PRODUCTS AND SERVICES	Antenna Software – AMP [™] SERVICE mobile solution Amdocs – Amdocs Clarify CRM AT&T – Wireless network and BlackBerry® 8700c, 8800 and 7290 devices

TOSHIBA INTRODUCTION

Headquartered in Tustin, California, Toshiba America Medical Systems (TAMS) is a global leading provider of diagnostic medical imaging systems and comprehensive medical solutions, such as CT, Cath & EP Labs, X-ray, Ultrasound, Nuclear Medicine, MRI and information systems. Toshiba's medical technology is based on a proud heritage of pioneering technology and improving the quality of life for people around the globe. In addition to developing medical systems that are built to last, Toshiba is equally committed to providing their customers with a quality service experience.

THE CHALLENGE

Toshiba employs a nationwide team of Customer Engineers (CE) to service their customers' medical equipment. Because this is critical diagnostic technology that is important to helping patients, Toshiba guarantees its customers 98% uptime. It also commits that a CE will answer a service call within 15 minutes and be onsite within two or four hours.

That sense of urgency not only drives the company's system development, it also shapes the way they service and support every piece of equipment at every customer site. "If something isn't working for a customer, extended downtime is not an option," explained David Croteau, InTouch Manager. "Our service level agreements are pretty aggressive. Some of the contracts require very high response times, some less than two hours."

Toshiba's 400 customer service engineers were dependent on older model pagers and cell phones to cover the various geographic regions within the US. The paging system was effective; the reporting, however, was not. "Our customer engineers or CE's are very good at quickly fixing problems on-site, but not so good at reporting," said Croteau.

CE's were equipped with laptops, but they had various challenges connecting at the customers' locations. Often, service engineers would jot down their information on notebooks, then enter the data into their laptops and connect into the system at a later date and time. According to Croteau, the data integrity of the entire system was limited because the CE's were not able to update their cases on a real-time basis. As a result, the average close time was 13 days.

"Because of our delayed reporting, we sometimes had delayed invoicing," added Croteau. "Toshiba believed it was losing significant revenue and 'giving away service,' so to speak." Other issues began to develop. There was limited measurement because cases remained open. There were delays in parts turnaround - the organization couldn't effectively relieve its inventory, which caused inflation of inventory.

Toshiba's customer engineers liked cell phones because they were simple and always on. Toshiba America Medical Systems preferred laptops because they could handle complex application data. What was needed was a solution that combined the best of both worlds.

Benefits of Antenna AMP™ SERVICE Solution and BlackBerry®:

- Dramatically accelerated responsiveness to service issues
- Calculated additional 15 minutes billable time per Customer Engineer
- Reduced the time needed to close cases from 13 days to seven days nationwide
- Significantly improved accuracy of service and inventory reports
- Increased capture of incremental data
- Maximized the value of the existing Amdocs Clarify CRM system

CHOOSING THE SOLUTION

After extensive evaluation of various devices and applications, Toshiba America Medical Systems chose the RIM BlackBerry device with Antenna Software's AMP™ SERVICE solution. By delivering real-time access to Amdocs Clarify CRM application, AMP Service provided the "always-on" capability required by Toshiba's CE's as well as effectively leveraging the BlackBerry's ease of use.

Croteau explains: "We spoke to several vendors, but we went with Antenna. I felt they could deliver what we needed, when we needed it. We chose BlackBerry because it's rugged, it has a longer battery life than most PDAs, greater overall functionality and yet it's one of the lower-priced devices on the market."

STAGES OF DEPLOYMENT

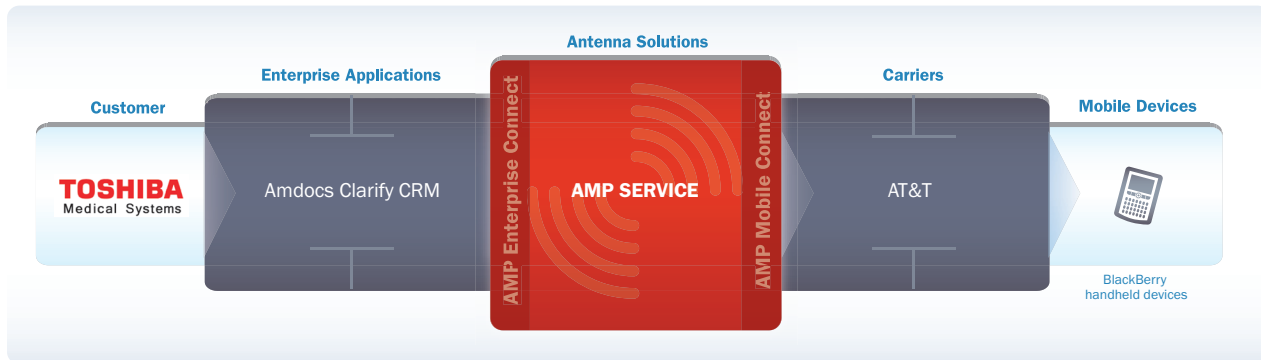
Toshiba began implementation with a pilot group study, with CE's who had neither the worst nor the best close time in the country - the group's average case close time was 8.5 days. After putting BlackBerrys in their hands, utilizing Antenna's AMP SERVICE application, the average close time was quickly reduced to 3.9 days - a 70.2 percent decrease in case closure time. Data integrity was greatly improved. The pilot group's debriefed hours, prior to the pilot, were 572.8 hours. During the pilot, the debriefed hours increased to 698.8 hours - a 22 percent increase in debriefed hours.

Prior to the pilot study, Toshiba distributed BlackBerrys to all of its customer engineers so they could begin training on them. "We wanted to give our CE's a couple of weeks to become accustomed to using their BlackBerrys before we began training for the AMP application on the Clarify system," said Croteau.

Due to geographic issues, the service organization has done most of its training via WebEx. "We sent each CE the framework that allowed it to load to the BlackBerry, and then we sent out the application over the air," said Croteau. "About 80 percent of our engineers have high-speed Internet access at home, so we allowed them to do additional training at home."

With the initial pilot, Toshiba already realized significant improvements. A CE has the ability

Toshiba America Medical Systems' AMP™ SERVICE Solution



to see the job as it comes in, accept or reject it, provide activity updates and debrief a particular case - all while reducing the number of calls to Toshiba's Assist Center.

In addition, the service organization can capture incremental updates; e.g., how long it takes to get to each customer site, how long it takes to diagnose problems, etc. All of these incremental updates can now be tracked by the call center in real time, whether or not the CE has a wireless connection; the information is stored until the CE can upload it.

"We also wanted always-on e-mail functionality built into the pilot. The BlackBerry gave us that," said Croteau. Previously, customer engineers had to power up their laptops to connect to the company's Lotus Notes system, which wasn't very convenient. Each BlackBerry has a fax/e-mail option so CE's can send customers real-time service updates.

"It's definitely easier now because you have it all at your fingertips," says Bob Castro, a CE and Senior Zone Specialist. "I no longer have to wait on hold for a dispatcher to be free."

"Customer service has already experienced great improvement. It isn't just about dollars and cents. We have already decreased the number of false starts on each service call, and because of our real-time reporting capability and on-demand data access, we're seeing fewer escalated cases."

– David Croteau, InTouch Manager, Toshiba America Medical Systems

THE RESULTS

With more than 400 BlackBerry devices with AMP SERVICE deployed, Toshiba is already seeing the solution paying off in the field. Toshiba won two mobile service awards - the 2006 Best Service & Support Strategy Implemented Field Service Award from WB Research; and the 2006 Mobilizer Award - Best ROI from Mobile Enterprise Magazine.

And the business is pleased it can track results in these key areas:

- CE's call the Assist Center less often: Customer wait times have been reduced from 50 seconds to 20 seconds, and the number of escalated service calls have decreased.
- CE's no longer have to carry laptops or pagers to complete a service call: They use the BlackBerry device with AMP Service to efficiently receive and debrief service calls as well as manager their daily emails.

- Inventory is checked and logged in the CRM system as it is used: This keeps costs down and simplifies the CE's work.
- Cases are now closed in seven days versus the 13 days they used to take: Executives improve their understanding of the business and serve customers better.

In addition, because the CE's were involved in the piloting of the solution, they were more willing to accept the new wireless approach to handling service calls. Their readiness to use the solution improves Toshiba's ability to deliver exceptional customer service and drive competitive advantage.

BETTER SERVICE LEADS TO MORE LOYAL CUSTOMERS

The ultimate test is how well Toshiba's customers have responded to the mobile field service solution. "Customer service has already experienced great improvement," said Croteau. "It isn't just about dollars and cents. We have already decreased the number of false starts on each service call, and because of our real-time reporting capability and on-demand data access, we're seeing fewer escalated cases."

The Toshiba America Medical Systems customer service organization has maximized real-time reporting and on-demand access of critical data to redefine the meaning of 24/7 service for its customers.

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