



From the old box Brownie to today's high-tech digital imaging, Kodak is synonymous with photography.

Part of the US-based Eastman Kodak Company, Kodak (Australasia) Pty Ltd manufactures and markets photographic and multimedia products in Australia, Asia and Pacific Rim countries.

Kodak's manufacturing site and corporate headquarters occupies a 27-hectare site in Coburg, Victoria. The company employs more than 1300 people in imaging, information technology, health services and manufacturing.

Kodak also provides after-sales services to the buyers of its imaging equipment in the aforementioned sectors.

The Kodak service and support call dispatch centre (SSCDC) is critical to the smooth operation of Kodak's service delivery to hospitals, as to its own Kodak Express stores and Print Shops.

To meet their customers' service needs in the event of a breakdown of any kind, Kodak needs to be able to contact its field technicians to let them know where they will next be required; and each technician in turn needs to be able to respond quickly to let the SSCDC know whether they are in a position to take the job.

SSCDC manager Ross Tate explains: "Our equipment, particularly in health imaging, is often mission critical for our customers. Our ability to get it working again quickly when there's a problem is vital. "With such a large number of technicians to co-ordinate, we had to have a system for communicating with them that was efficient and foolproof. We needed a way to let the techs know where they needed to be and what the problem was, and for them to be able to acknowledge."

The SSCDC previously relied on a pager system to do the job. "The technology was really obsolete," says Mr. Tate. "Technicians had to phone in to respond, and were carrying telephones as well as pagers. For the techs working in hospitals, where mobiles aren't allowed, phoning in was a headache. Getting a message out to a pager via the normal process required a phone call to the paging service operator which was time consuming and unreliable.

By using **MessageNet** an SMS is sent for the same system to both pagers and mobile phones — this is **MessageNet's** key differentiator in this scenario.

Mr. Tate says: We chose **MessageNet** because it was the only provider willing to do both SMS and pager messages. The system is very easy to use and adaptable to our specific needs.

"With **MessageNet**, our technicians can send as well as receive messages, and the SSCDC can keep track of messages that have not received a response."

He explains also how important was **MessageNet's** willingness and ability to adapt the system to Kodak's needs: "**MessageNet** adapted its system and made changes to suit our business needs, even though we weren't entirely clear on what we actually wanted, and also weren't sure what they could do. "We ended up with a better system than we had been aiming for; and that has to be a good thing."

Kodak has implemented a LAN-based version of **MessageNet's** SMS product, which is accessible throughout its entire network.

"**MessageNet** has been consistently able to provide design changes to meet our specific requirements. They have a very fast response time to any issue, and their after-sales service is excellent," Mr. Tate says.

### **Company Profile**

Kodak (Australasia) Pty Ltd is one of only nine large Kodak manufacturing operations worldwide. Kodak employs 1300 staff in Australia, including 85 field service technicians.

### **The Challenge**

Kodak needed a cost-effective and efficient way to communicate with field staff to ensure that all service calls were logged and responded to quickly.

### **The Solution**

**MessageNet** developed an SMS solution to meet Kodak's unique business needs. This system allows Kodak to send an SMS message to its field technicians and to track the call; and it allows the technician to respond via SMS. The system's online reporting has shown a reduction in phone calls to the call centre of 30 per cent.

### **Benefits**

- Streamlined business procedures
- Timely, high-volume messaging
- Cost-efficient service
- Statistical reporting
- Proof of delivery

For further information

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