

IF IT WORX, IT'S



More case studies

CASE STUDY with TB Technology

Explore how start-up dealer thrives with UTAX' multi-faceted and flexible Direct Service, and find out how this service could support your business.

Start up / Direct Service

Get your business off to a great start with UTAX Direct Service to improve your service offering.

About TB Technology

TB Technology set up as a managed print dealership in Redditch, Worcestershire, amid the height of the COVID pandemic in June 2020. Despite the challenging economic environment, they have grown rapidly, building an excellent reputation within the industry.

Their success is partly credited to their growth strategy, Director Ben Burridge states *"our main focus is on ensuring our customers are happy and delivering great service... Our core business is managed print services and that's where we are experiencing the strongest demand and where we are winning new business."*



Shared Values

UTAX place the same importance on customer satisfaction and delivering great service. On top of these shared values, UTAX are able to contribute a plethora of expert knowledge, technology and understanding to the partnership. UTAX have an excellent fleet management service (U.FS) which enables them to monitor all devices and remotely support partners proactively.

2023 has got off to a brilliant start and we are excited about the future.

*BEN BURRIDGE, DIRECTOR
TB TECHNOLOGY*

>51% OF SERVICE CALLS FIXED REMOTELY

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TB Technology were able to take on more customers as a result of using the UTAX Direct Service, helping them grow their business and reputation.

99.7%

responded
to within
8 hours

96.2%

responded
to within
2 hours

Benefit from UTAX' excellent response times



UTAX Direct Service

TB Technology partnered with UTAX due to their unrivalled service levels and customizable solutions. As a start-up they were limited on resources so tried UTAX' Direct Service which offers a wide range of support services to their partner network, acting as a technical extension to their partners' businesses with **156 devices** on Direct Service across **109 sites**, for **90 TB Technology customers**.

The support available is multi-faceted and can come as individual elements or combined to provide a complete package. By using this service, TB Technology have access to highly-trained specialists with unrivalled expertise in the maintenance and support of UTAX equipment, contributing to their excellent reputation and customer satisfaction. This structure enables flexibility for start-up's, enabling them to utilise services when they start, and adapt their service package as they grow.



Flexible Support

- ▶ **Total support** – to manage your entire device fleet for you UTAX Direct Service
- ▶ **Flexible support** – to manage some of your devices through UTAX On Demand:
 - ▶ **Geographical support** – to cover devices outside of your normal geographical area*
 - ▶ **Temporary support** – to cover sickness or holiday cover
 - ▶ **Niche product support** – for devices not commonly supported

If you would like to find out more about **UTAX Direct Service**, please call **01793 783 298** or visit www.utax.co.uk/managed-print-services.