

Europe

In Europe, which comprises diverse countries and regions, Brother is building an IT-based shared service infrastructure that will make it possible to efficiently provide standardized services to all markets, and at the same time, selling products which have excellent environmental performances.



Promoted Improvements in Service Quality and Efficiency across All of Europe

Brother International Europe (BIE), which oversees sales of Brother products in Europe, is building IT-based service infrastructure to improve the quality and efficiency of customer support services. Customer convenience has been enhanced by improving operational efficiency and shortening the wait time when making inquiries or having repair service done.

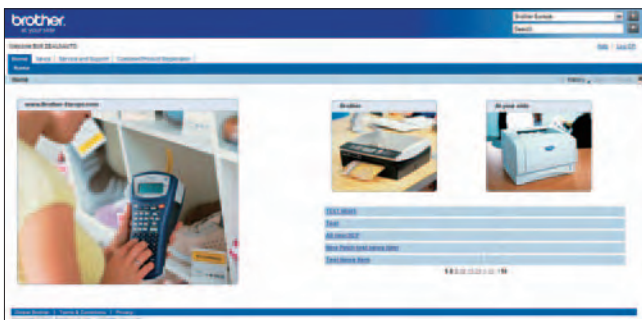
Automated FAQ for e-mail inquiries from customers

In FY2008, BIE introduced a new FAQ system. This system automatically extracts keywords from e-mail messages sent by customers, and, based on those keywords, selects an appropriate solution from a database and sends it back to the customer by e-mail. Support is provided in ten languages: English, German, French, Italian, Norwegian, Dutch, Spanish, Swedish, Finnish and Danish. It has been introduced at service offices all across Europe and has both improved the operational efficiency of call centers and helped to shorten the time that customers have to wait.

Service agent website

In FY2008, a website for service agents went online. It has greatly improved operational efficiency by centralizing orders, inquiries, repair service requests, repair parts shipping requests and other matters handled previously by telephone, fax and e-mail, on a single website. Also, because it has sped up the exchange of information with service agents, less time is needed from when an inquiry is received until servicing can be effectuated, so it has successfully shortened customer wait time.

Also, in FY2008, a Business Intelligence System went into use to collect and compile data on service operations from offices across all of Europe. This system will be used in the future to analyze service operations in each area and promote ways to improve and optimize operations.



Website for service agents

From the persons in charge

New services to further upgrade customer support

BIE has received positive reviews in Europe for the service agent website. The site was introduced to make operations more efficient and flexible, and, thereby, further upgrade customer support.



Naynesh Mistry
Brother International Europe Ltd.

Acquired Germany's "Blue Angel" Environmental Label — First Inkjet Multi-Function Center in the World Qualified under Current Standards

Inkjet Multi-Function Centers equipped with high environmental performances were launched in response to rise of environmental awareness among customers.

All 12 models being sold in Germany have acquired the Blue Angel environmental label.



Blue Angel certification mark

Cleared wide-ranging stringent qualification criteria

The Blue Angel is an environmental label managed by the Germany's Federal Environment Ministry, RAL and Environmental Label Jury. Wide-ranging stringent qualification criteria is specified for it, e.g., "noise," "energy conservation," "use of recyclable parts," "release of chemical substances," "collection system," etc.

The Blue Angel has been acquired by all inkjet models launched by Brother in Germany in and after 2008 to note the MFC-6490CW inkjet Multi-Function Center (launched in July 2008) and the DCP-6690CW (launched in October 2008). These are the first-ever inkjet all-in-one machines in the world to clear the current qualification criteria.



DCP-6690CW inkjet Multi-Function Center