REMOTE TECHNICAL EXPERTISE SAVES TIME AND MONEY

Travis Barcelona and Bruce Ridge of Nazdar Ink Technologies celebrate the advantages of offering customers remote technical support to increase productivity

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Remote working is something that many of us have become used to in recent years, with Covid 19 forcing staff out of the office and into working from home.

While this was only a temporary measure for most workers, the experience of working remotely brought with it a host of benefits. These have led many companies to adopt some form of remote service on a more

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permanent basis.

This is certainly true of the print industry, where manufacturers and suppliers are beginning to make their technical experts available to customers in this way. As a result, quick, expert advice is available on all sorts of technical challenges.

ACCESS SUPPORT FASTER

Fast, almost on-demand service is one of the stand-out benefits of remote technical service. The customer has quicker access to expert support, as opposed to having to wait for a technician to travel to visit them. The speed and accessibility are mutually

beneficial for the printer, the manufacturer and the supplier. It saves staff having to travel hundreds, or even thousands, of miles for an issue that could have been resolved much more quickly, cost-effectively and efficiently using remote support.

COST SAVINGS

At a time when almost all businesses are trying to reduce costs, this service can be hugely beneficial to all parties. The manufacturer or supplier can reduce the number of on-site visits, by providing the same service remotely. In the same vein, the customer can significantly reduce any downtime. Furthermore, manufacturers and suppliers can benefit if seeking to reduce staff headcount without scaling back on the service they offer.

TRAINING SOLUTIONS

In a new era of communications, remote support allows customers to access a range of expert advice on all issues. Take training as an example. In years gone by, this would require one or more experts to travel to a location and spend several days on-site to carry out the sessions.

Fast forward to today and almost all of this can be done remotely. From his or her own office, a technical expert can deliver sessions on a video connection – supported by videos and images if necessary – and answer any additional questions the customer

Remote technical services and training saves time and money

may have via a two-way link.

This also applies when a customer has taken on new equipment or is looking to produce a new type of application. Rather than waiting for an expert to travel to their facility to walk them through the process in person, this service can be delivered remotely. The expert is therefore able to offer guidance much faster.

REMOTE SERVICE TECHNICALITIES

So, what is needed to get started with this remote working method? Again, this is one of the core benefits of accessing this support – the equipment required is relatively inexpensive.

All you need is an up-to-date laptop or a company telephone capable of hosting video calls, together with a good internet connection. This way, you can easily hear and communicate with the expert and see any documents and images being shared onscreen.

A FEW POINTERS

Firstly, consider your choice of camera. Be sure to invest in a camera of high enough quality for clear video calling. There are many excellent cameras out there with inexpensive price tags that will do the job satisfactorily.

Some companies might want to take this a step further by installing a large screen to allow for group training sessions. This requires connecting the screen from a mobile device via an HDMI connector.

Secondly, you want to speak with a specialist within two or three minutes of contact with the supplier, so ease of access is really important when setting up. As such, you should ensure your staff knows how to properly use these solutions and any supporting software. This will guarantee that your customers get the full experience of the remote service.

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Thirdy, there is the issue of technology platforms. It is important to recognise that customers will be using a range of operating systems. Make sure not to commit to a certain technology. Pick a software that works across Apple and Android and is relatively inexpensive or, even better, free!

LEADING THE WAY

When it comes to offering remote technical assistance, Nazdar Ink Technologies is one of the leading providers in the print industry. In 2015, its technical support team created an email queue, InkAnswers@nazdar.com. This communication tool allows customers around the world to connect with experts easily, without having to leave the comfort of their office.

Nazdar remote equipment training session

Before the pandemic hit, Nazdar identified a growing requirement for remote services and began with a simple offering via TeamViewer – a remote access and control software. TeamViewer allows experts to solve technical issues remotely and save customers a significant amount of time.

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During the pandemic, demand for this type of service significantly increased as experts could not carry out on-site visits. Nazdar built on its initial offering to ensure that its experts could continue to offer the highest level of service to customers remotely.

In addition to TeamViewer, Nazdar now uses the LifeAR augmented-reality app. The company has also invested in several speciality cameras that offer a whole new dimension to remote-technical service. These ensure the customer gets the best possible experience.

Nazdar's staff are fully trained in the use of all this equipment in order to provide effective, remote services. At the same time, the new systems allow experts to make full use of Nazdar's range of unique technology. These include printing equipment, colour control and outdoor-weathering devices during remote sessions.

X-RITE TRAINING

All of this effort focuses on making life easier for customers – a view shared by colour management, measurement and control solutions provider, X-Rite. Mark Gundlach, one of the company's trainers, says that remote training has allowed the company to adjust schedules to better fit students' needs.

"For example, instead of blocking out two solid days for the training, we have been able to split the sessions into four half-day sessions," Gundlach explains. "This allows the customer's team to keep up with other work and reduces distractions from their core responsibilities.

"Or in another case, the training firstly required a session with the quality team to establish their print-quality requirements, followed by train-the-trainer sessions with selected print press team members. Instead of delivering these sessions back-to-back, remote training provided the flexibility to deliver this training in two parts, allowing the quality team to do additional work between the training sessions."

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CONCLUSION

Simply put, remote technical service is as effective, if not more so, than traditional, on-site visits. The new era of remote communications in which we now live means customers can access expert advice almost instantaneously and address issues that, in the past, may have taken weeks to resolve. ◼

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