



# HAZEL 4D RAPIDLY UPSCALES ITS CUSTOMER SUPPORT TEAM WITH HELP FROM KONICA MINOLTA



Giving Shape to Ideas

## HAZEL 4D RAPIDLY UPSCALES ITS CUSTOMER SUPPORT TEAM

### **EXECUTIVE SUMMARY**

As a leading provider of packaging and pallet-wrapping solutions, Hazel 4D is focused on delivering exceptional customer support. With a growth in business and evolution in its customer support needs, the company wanted to expand its team rapidly by finding the right skilled people, whilst also reducing costs.

To achieve this, Hazel 4D turned to the expert people resourcing team at Konica Minolta to find the right solution to fit its criteria. Having located the ideal candidates from the supplied specification, Konica Minolta ensured all the onboarding requirements were met and delivered on all of Hazel 4D's requirements. It was so impressed with the results, that the company is now looking at the options of expanding the team further.

### **CUSTOMER PROFILE**

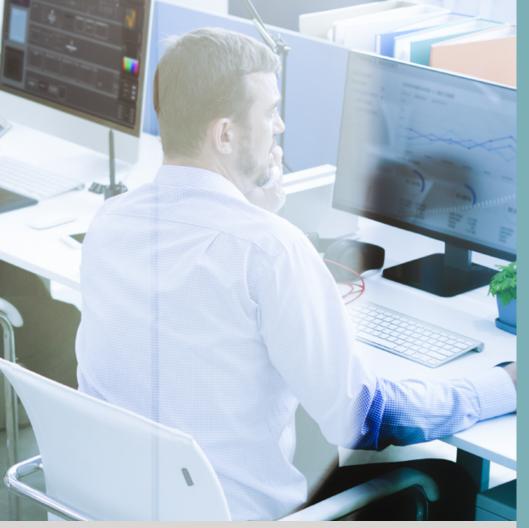
Hazel 4D is a leading provider of packaging and pallet-wrapping products, machinery, and custombuilt solutions; designed to help its customers keep their systems at optimal performance. It employs a personal approach and delivers bespoke packaging solutions with leading technologies that are both flawlessly delivered and economical. Hazel 4D supplies a number of big "OUR STAFF IN SOFIA TRULY FEEL LIKE THEY ARE AN EXTENSION OF OUR TEAM. THEY ARE EXTREMELY DEDICATED AND ALWAYS WILLING TO GO THE EXTRA MILE FOR OUR CUSTOMERS"

Lisa Houghton Sales Team Leader Hazel 4D

household names such as the NHS, BT, Harrods and TK Maxx, both in the UK and aboard.

### **CHALLENGES**

Hazel 4D was introduced to Konica Minolta as it wanted to outsource its back-office customer service team to rapidly grow the resource, whilst also reducing costs. Empowering customers is at the heart of its brand ethos and ensuring it maintains excellent customer service is essential, so it needed the right help to achieve this.



### **SOLUTION**

Hazel 4D was very impressed with the calibre of candidates that Konica Minolta was able to source and initially started with a flexible contract for two agents based in Bulgaria. Initially the agents were employed to handle all customer reconciliation but have an expanding role and are closely aligned with the sales team who were based back in the UK.

The company is very happy with how the agents have integrated with its UK team. Hazel 4D is able to manage them without issue and has been impressed by the quality of communication and dedication to the job.

"Our staff in Sofia truly feel like they are an extension of our team. They are extremely dedicated and always willing to go the extra mile for our customers", states Lisa Houghton, Sales Team Leader at Hazel 4D.

### BENEFITS, RESULTS, ROI, FUTURE

Hazel 4D is very pleased it chose to outsource its back-office customer service team with Konica Minolta. Lisa has a close working relationship with her main contact Rosie and aims to visit the office in Sofia once a year to meet the team face-to-face. Hazel 4D is also currently considering expanding its outsourcing contract to employ more staff with help from Konica Minolta.



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### LET'S TALK

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