



Toshiba Electronic Imaging Division enters a new era for Customer digital experience with SmartOSC

Toshiba have decided to undertake the digital transformation of their customer service portal and chose SmartOSC for a tailored solution, taking advantage of SmartOSC's proprietary B2B Commerce Accelerator product.

Toshiba Corporation, industry leader in Australian printer sales, after a competitive tender process, selected SmartOSC to deliver a solution that will enable Toshiba's key business to business customers to engage with services through an online portal, greatly increasing the client experience and reducing call centre volume.

Toshiba has been on the forefront of print and document solutions for over a century, and an industry leader in printer sales in Australia since 1975. In line with their commitment to conduct all business activities with unshakable integrity to meet the expectations of society and be a globally trusted enterprise, Toshiba Australia is aiming to improve their customer service offering and optimise their site performance.

As an official partner, SmartOSC's solution will encompass a comprehensive consulting and scoping stage, then a full-scale project deployment using the powerful Sitecore platform.

Regional Manager of SmartOSC for Australia and New Zealand, Mr Adrian Wakeham, states, "We are very pleased to announce the start of this new collaboration and we look forward to working with Toshiba to help them reach their customer service goals. We have no doubt that this partnership will be a fruitful one for both of us."

Mr. Andrew Jones, National Business Development and Bid Manager, Toshiba Electronic Imaging Division comments: "Throughout the RFI response, presentations and consulting process, we have been impressed with SmartOSC's professionalism and their vision and understanding of the Toshiba business and look forward to seeing the results"

Contacts

Adrian Wakeham
0459535555
mailto: adrian@smartosc.com