

Business Awards

Raise your Game!

Resolution GB wins an Award of Excellence from Art Systems, for their expertise and professionalism as an HP Designjet supplier

A fitting venue in which to kick off – or to open the bowling would be a better metaphor – an Award for Excellence. Trent Bridge County Cricket ground - the third oldest Test Match cricket ground in the world, was laid out of a 'quaint little meadow' at the back of the Trent Bridge Inn in 1838. The ground was the home ground for many years of one of this country's most illustrious cricketers – W G Grace. It is also considered to be one of the most pleasant, and beautifully appointed grounds in England.

Art Systems, UK based trade-only distributors of Hewlett-Packard wide format printers, and located in the historic city of Nottingham, chose the venue this year as a fitting starting point for a competition, The 'Raise your Game Business Award', that would give impetus to its' partners sales and customer service activities, and encourage them to look beyond traditional customer relationship practices to increase their sales.

After a frenetic couple of months, a winner was decided – Resolution. Resolution GB Limited (also trading as HP Plotter) are HP DesignJet Specialists with a large customer base in the CAD sector, specialising in Designjet hardware sales, service, repairs, rentals, spare parts and consumables. Resolution GB is also an HP Preferred Supplier and DesignJet Elite Club (DEC) member.

The 'Raise your Game Business Award', held each year, uses a panel of business and industry experts, who look for the most innovative and dramatic improvement in a company's large format business. Resolution won the award for its' various business initiatives, which helped to increase customer knowledge and support with a correlating impact on their DesignJet hardware sales.

Resolution, trading since 2000 and headed by Managing Director and founder, Tony Bray, is a family-run business which still holds traditional values. The company's key focus is obtaining the best possible solution for its' customers, on time and to budget, rather than resorting to simple box shifting. Resolution's approach to customer service has provided the company with a dramatic increase in Hardware sales alone, with an average 50% growth year on year –and business development is moving apace with business growth.

Tony explained: "5 to 10 years ago our core business was service/repairs and installation of HP DesignJet and LaserJet printers, UK-wide, but an increasing number of customers began asking our advice to select the best DesignJet for their business. As an engineering organisation we found many instances of customers purchasing the 'wrong' machine and then wondering why it wasn't working as anticipated (e.g. not colour matching as it should have done). It was obvious that our customers needed a one-stop shop; a supplier whom they could trust to help them select the right printer and who could look after them long after their HP warranty had expired - and we were more than up for the challenge. In essence, the sale of DesignJet printers and their consumables was a natural progression to our previous service offerings".

Commenting on their latest award Tony Bray says: "We are constantly assessing and developing our business but ultimately we like to take the time to get to know our customers better. The relationships we have, in many cases, have been developed over a number of years. We don't charge for our advice and customers come back time after time because we're direct and tell them how it is –without all the confusing technical jargon". He added further "...this award means a lot because it tells us that many people now appreciate the hard work we do behind the scenes to help create the best solutions for DesignJet users".

Nicola Bray, Resolution Director added: "One area that we've particularly enjoyed developing this year has been our latest self- help YouTube videos. The videos cover simple repairs and maintenance, how to change inks and printheads, misuse issues and understanding the capabilities of specific DesignJet

models. We now receive over 500 hits per week and will be continuing to roll out many more videos in the near future".

Resolution are also busy working closely with Universities across the UK most particularly with CAD/architectural students, through offering affordable DesignJet plotter rentals. Nicola explains: "Our work with students also allow us to analyse data in terms of their actual print costs - so we can assess the real cost of printing rather than referring to published estimates. Every aspect of our business is now analysed in the same way, so that we can come up with the information our customers need to make the right decisions for their individual business needs".

Award winning Strategies and Customer Support

The areas of business planning and changes implemented that most impressed the panel of judges were Resolution's very focussed approach to customer service, combined with the way the company took advantage of the insights into its' customer's experiences to provide pragmatic and more effective pre and post-sales support.

In addition to increased sales, Resolution has raised their game by:

Analysing printer performances – and obtaining the real cost of Designjet printing (as opposed to published estimates). This was achieved by helping customers set up systems and forms enabling them to extract relevant media and running cost information for each printer. Customers were also assisted in measuring the impact of Designjet installations on their businesses, formulating criteria to ascertain the best product match for particular purposes both operationally and financially – including the setting up of customer consultations to reduce consumable spend for end users with medium-high print volumes. The compilation of end user case studies helped to highlight the broad application base of HP Designjet printers, and, finally, Resolution benchmarked their service level performance across 4 key areas of business including Sales, Service/Repairs, Support Contracts and Designjet rentals.

Competition was fierce for the award and comprised both the non-HP Channel Partners, as well as the 12 strong, UK wide, accredited HP DEC members (DEC status is awarded by Hewlett-Packard to those companies who can demonstrate their outstanding technical expertise, knowledge and experience relating to HP large format Designjet printers – of which Resolution is one of the 12).

Dedicated Account Manager for Art Systems, Ted Freer, congratulated Resolution's winning entry, by adding: 'Resolution has put in place a co-ordinated series of measures (in addition to its' normal sales activities) that have boosted sales and increased customer satisfaction. By doing so, it has gained linkage between hardware, consumable and service sales and has raised the bar within the industry. The competition was extremely strong with many superb nominations from many different suppliers – so this award is extremely well deserved'.