Adding customer value

Proactive sales, training and marketing support adds real value to the procurement of printing equipment, says Danny Gilbranch, Managing Director of IT services company, Cargil Solutions

Cargil Solutions was established just 15 months ago initially as the UK distributor for Muratec multifunctional machines, following a strategic decision by Muratec to base its European operations in Germany and follow a distribution model in the UK.

The management team, all formerly with Muratec, have a combined 60 plus years' experience in providing a high level of service and support to both dealers and end-users alike. Cargil was founded on the premise that it would be a new kind of distributorship that would add real value to the supply chain and ultimately benefit the end customer.

A fresh approach

The current distribution model is very much based on the computer and printer market, based on low prices with fast turnover. Essentially, it's a commodity market that adds little value to the sale and simply means the manufacturers don't have to hold stock and maintain accounts for lots of small vendors. But that's not necessarily the right model for the IT industry as a whole. The manufacturers want their products to be proactively sold, the resellers want support from the supplier and the customer wants the best fit for their business. That's the gap in the market which Cargil Solutions fills.

Cargil now works with over 100 office equipment resellers assisting them in the procurement, delivery and maintenance of hardware, consumables and spare parts required to service their nationwide customer base. Advanced training and technical support is provided across a wide range of products, from manufacturers including Muratec, Lexmark, Toshiba and Sagemcom.

Cargil works in partnership with all customers, direct and indirect, through the entire product life cycle. By providing expert and in-depth product knowledge, next day delivery guarantees and ongoing advanced technical support and training, Cargil delivers outstanding customer service levels.

Cargil is essentially a one-stop-shop for hardware, consumables, spare parts and manuals throughout the life of each product, ensuring that customers receive high standards of service, including on-time delivery and at the best available price.

And in order to add real value, Cargil provides an extensive range of additional services over and above the supply of equipment. Field-based account managers work in partnership with resellers, discuss the customer's requirements and supply the best solution to meet those needs, ensuring

delivery deadlines and customer SLAs are met, assist with on-site maintenance, deliver technician training and provide technical support.

In addition, a new direct sales operation has just been established for those customers who prefer to deal direct. A team of telesales and field sales execs are on hand to offer advice and support and provide first level training and technical support.

For more information

Cargil Solutions www.cargilsolutions.co.uk