

Success Story:

HP Business Inkjet 1100 enables real estate franchise network to provide quality customer satisfaction

The HP logo is displayed in white on a green background. It consists of a stylized 'h' and 'p' where the 'h' is formed by two vertical bars of different heights, and the 'p' is a simple lowercase letter.

“HP has fulfilled our exact needs – with colour, speed and quality. And HP’s before and after sales service and support is just excellent. All these make HP a partner of choice for a real estate network to deliver the highest service quality to customers throughout Taiwan.”

Jeng Ping Shue

General Manager, Sin Yi Real Estate



信義房屋



Challenges

- Enable colour printing of shared documents, reports and publicity materials in 120 franchise offices throughout Taiwan
- Fulfill demanding marketing and sales requirements of output materials with colour, speed and quality

Solution

- HP Business Inkjet 1100 (120 units)

Results

- Improved customer service and responsiveness
- Enhanced professional image from effective use of colour in marketing and sales materials
- Estimated 36% business cost savings

Sin Yi Real Estate, a subsidiary of Sin Yi Enterprise Group, is the only publicly listed property group in Taiwan. Operating as the country's largest property group, it has more than 1,000 people working in 120 franchise offices throughout Taiwan. At the local level, the franchise offices faced intense competition from other small agencies. However, as a group, Sin Yi Real Estate realised that it could differentiate itself by offering superior customer service.

One way Sin Yi Real Estate could differentiate itself was to leverage its size, maximising the use of its large pool of resources to share important documents, market reports and publicity collaterals throughout the network.

Competitive edge

"Unlike the small agencies we had to compete with, we could tap on a large base of skills and talents available in the group's network," explains Jeng Ping Shue, General Manager of Sin Yi Real Estate. "What we needed to do was to enable our people to cooperate and work together to build up a database of materials that every sales personnel could draw on to provide the highest level of customer service."



The next step was the output of these shared materials. Sin Yi Real Estate thus sought an imaging and printing solution that could fulfill its requirements for colour, speed and quality.

Colour and quality were important to enhancing its professional branding. And speed would raise the efficiency and productivity for the sales teams who had no time to waste in pursuing available market opportunities. As information was crucial in a fast-moving real-estate market, the sales teams had to be able to respond to customers quickly to help them seize the right market opportunities.

"It is efficient and fast and delivers consistently good quality in colour printing all the time," says Jeng.

Compact, affordable, high-performance solution

At first, the price of printers was also a consideration. However, after careful evaluation of competitive offerings, Sin Yi Real Estate decided on the HP Business Inkjet 1100. It is a compact, affordable and high-performance device, which makes it a viable solution to have a unit deployed to each of its 120 offices.

"HP's solution has fulfilled our exact needs – for colour, speed and quality," says Jeng. "But what is also important is service reliability. HP's before and after sales service and support is just excellent."

The HP Business Inkjet 1100 enables high-quality in-house colour printing of marketing collaterals, of up to 4800-optimised dpi. It is designed to boost productivity with speeds of up to 23 pages per minute in black and 20 pages per minute in colour. Despite its high performance, it is compact and easy to use with a user-friendly control panel for feature selection.

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New sales approach

In fact, the HP Business Inkjet 1100 has ushered in a new sales approach at the franchise offices. This is because creating professional-looking publicity materials is now so quick and effortless for the sales teams at Sin Yi Real Estate.

"We are now enjoying professionalism like never before," exclaims Jeng. "Our sales personnel can customise the relevant information for every customer, presented in high-quality colour printing.

In addition, Sin Yi Real Estate benefits from cost savings of 36 percent with the new solution. Apart from a lower initial capital outlay, the franchise network enjoys cost efficiencies from having four individual high-capacity ink cartridges, replacing only the ink cartridge that runs out. Now, the team can focus on growing its business, but not its costs.

But most importantly, the investment in the HP Business Inkjet 1100 has helped Sin Yi Real Estate enhance its corporate branding throughout the network. As Jeng adds: "We can now tell our customers that wherever they are, they can expect the same quality of service from a Sin Yi sales representative. HP has helped enhance this image."



At a Glance

Company: Sin Yi Real Estate

Headquarters: Taipei, Taiwan

Franchise offices: 120

Employees: 1,000

Telephone: 886-2-2755-7666

URL: www.sinyi.com.tw

Primary business: Real estate services



HP Business Inkjet 1100