

20/20 Imaging Service and Support: Above and Beyond Is Business as Usual

By Ronny Bachrach, Vice President, Marketing, Konica Minolta Healthcare Americas, Inc., Healthcare IT

When your imaging system goes down, it's important to immediately get the support you need. When your system goes down on a holiday due to an unplanned event, it can be challenging to get up and running again.

That's what happened for **20/20 Imaging** customers on Good Friday, when an automatic Microsoft update impacted customers' users' licenses and prevented them from using their imaging systems. Customers flooded the service team with triple the typical volume. One call even came from a customer in Liberia on the West African coast.

As soon as the 20/20 Imaging team realized the issue, they worked to develop a tool that resolved the problem within 15 to 20 minutes for each customer. By the end of the day, all customers who called about this issue were restored to full functionality.

According to 20/20 Imaging Service Manager Blaise Gerstung, this above-and-beyond service is business as usual. "Our mission is to provide the best customer experience," he says. "As part of Konica Minolta Healthcare, we strive for the highest reliability of service to consistently meet and exceed our customers' expectations."

Award-Winning Service

20/20 Imaging is known as a leader in digital X-ray and ultrasound systems for podiatry, and service is just an extension of this leadership. MD Buyline awarded Konica Minolta Healthcare its #1 rating for Digital Radiography (DR) Customer Satisfaction for three consecutive quarters in 2016. As a division of Konica Minolta, 20/20 shares this commitment to customer satisfaction.

20/20 doesn't outsource its support, with all service calls handled by five experts based out of the northern Illinois headquarters. The team has an average of 10-12 years of industry experience, and an average of seven to eight years with 20/20. "We have a highly advanced and trained customer service team," says Gerstung. "We get a lot of compliments from our customers."

Customers can contact the company by phone, email or through a web form. Most calls are answered immediately, and emails or web requests are handled within minutes.

"You get someone you can actually talk to," says Senior Support Technician Andy Fernandez. "If you have to leave a voicemail, we call right back to get the issue resolved."

Customers can also access helpful information on the company's website, from pre-installation checklists to extensive user guides and tutorials, and bulletins about common issues, such as the Microsoft license update.

A Holistic Approach to Service

Gerstung says his team looks at the big picture to diagnose and resolve issues that customers might not even notice yet. "We make sure to address anything we see so customers know what they need to do," he says. "It takes a little more time with the customer, but it's worth it."

Support services include preventive maintenance and quality assurance, such as recalibrations. Customers receive on-site training at the time of installation, with a maintenance period to help them address any issues after start up. The team also facilitates Microsoft updates and network issues, cable changes and proper equipment handling.

Gerstung adds that new team members are hired not just for X-ray or IT expertise, but for personality. "Our support team needs to have the technical skills and the people skills to deliver great service," he says. The team cross-trains to share expertise, and team members often monitor their email and phones at night and on the weekends.

These exceptional efforts led to the 20/20 team receiving the 2016 "Takin' Care of Business" special recognition award from Konica Minolta.

Gerstung says awards validate his team's efforts, but they're secondary to customers' experience. "We want our customers to be happy and feel like we accomplished what they needed—and then some," he says.

For example, one customer called to complain about a product because it didn't fit properly in his office. Fernandez worked with the parts manufacturer to modify an enclosure for this particular space, and what started as a complaint turned into a compliment.

"He gave us a rave review for how far we went to make the product work for him," Fernandez says. "It was an awesome feeling."

For more information, call 866-734-6234, visit 2020imaging.net, or [click here](#).



20/20 Imaging's service team (l. to r.): Blaise Gerstung—Service Manager; Jacob Walden—Support Technician; Susan Ott (lower center)—Support Coordinator; Stephen Sawyer—Support Technician; Eli Nelson—Support Technician; Andy Fernandez—Senior Support Technician