

Delivering value where it counts at Krogsveen.



“Clearly Xerox understood our business and could deliver the quality and reliability we wanted. They also committed themselves to exacting service-level agreements.”

– Geir Gustav Hantveit
Managing Director
Krogsveen

Background

Headquartered in Lysaker, near Oslo, Krogsveen is one of Norway’s largest real estate agents, employing approximately 300 employees in more than 40 branch offices nationwide. The company sells around 9,000 residential and commercial properties per year, thanks to its commitment to efficient, customer-friendly service. In 2007, for example, Krogsveen was the first to offer Norway’s buyers the ability to submit offers for a property electronically, with secure two-factor authentication.

The Challenge

In Norway, property is typically marketed using an “open house” viewing session, at which a comprehensive brochure is made available to prospective buyers. This brochure contains the property details, good-quality photographs of the property and a lot of information required by Norwegian law.

As the central piece of marketing material in the sale of a property, the brochure is very important to Krogsveen and its customers. Geir Gustav Hantveit, Krogsveen’s Managing Director, explains: “Sellers will choose their estate agent based partly on the effectiveness of its brochures, which need to provide good production values without creating an unwarranted additional cost for the seller. We produce on average 25 copies of a brochure per unit sold.”

Before 2002, Krogsveen offices produced their brochures locally. Each office was paying for separate production facilities and, instead of helping the agents with their core selling job, Krogsveen’s office assistants were spending almost all of their time producing the brochures. The quality of brochures was inevitably inconsistent and the process was inefficient and expensive.

“Important as our brochures are,” says Hantveit, “we can’t afford for their cost to be out of proportion to the business benefit they deliver. Krogsveen’s philosophy is very much to improve service by continually developing better process efficiencies; we knew there must be a way to produce better quality materials more consistently, more quickly and more cost-effectively by centralising and outsourcing production to a partner with the right expertise.”

The Solution

That partner turned out to be Xerox. The relationship started on a small scale in 2002, when Krogsveen chose Xerox to provide a DocuColor® 12 digital printer and an operator to produce the brochures for some of Krogsveen’s 15 offices. With Krogsveen growing rapidly over the next five years, its relationship with Xerox evolved—both through changes in production equipment to meet the additional demand, and by deciding to take better advantage of Xerox’s wider document management expertise.

Attracting clients with high-quality sales brochures.

Savings of 30–40% on brochure production.

“Clearly Xerox understood our business and could deliver the quality and reliability we wanted,” says Hantveit. “They also committed themselves to exacting service-level agreements, including delivery of brochures within two working days of request. And they could do this for much less than it was costing us to produce them locally.”

By mid-2007 Krogsveen had 45 offices and Xerox was producing some eight-million colour pages and two-million black-and-white pages for the company. In a centralised print room, three Xerox operators were running two DocuColor® 8000 digital press lines, each combining a state-of-the-art 8000 digital printer with a ColorWorks 8000 in-line document finisher.

Krogsveen had also taken the opportunity to consolidate its office printer/copier infrastructure to just two Xerox models to simplify maintenance and support, which was also outsourced to Xerox.

Toward the end of 2007, Xerox proposed networking all of Krogsveen’s offices to the print room to make the process even more efficient. Krogsveen’s agents use customised software to pull together all the different sources of information for their brochures—from photographs to government data. Xerox worked closely with the software provider to develop an interface that now lets agents press a single button to submit a print-ready document electronically to the print room.

The Results

In the years since outsourcing to Xerox, Krogsveen has seen a transformation in its brochure production.

“Brochures are often delivered less than 24 hours after an agent has submitted the file, and all of our brochures are now identical in format and quality,” says Hantveit. “What we particularly appreciate about the Xerox service is its flexibility: they are willing to go beyond their SLAs, for example by working overnight or dealing directly with agents to sort out urgent requirements. They work with us like colleagues: our objectives are as important to them as to us.”

Agents’ assistants can now focus on helping agents with their core competence of selling property, rather than on producing brochures, and Krogsveen is also making savings because it has a rationalised printer/copier infrastructure to manage.

“There are both tangible and intangible benefits,” confirms Hantveit. “We measured the savings for 12 offices we bought in 2007, and it was 30-40% on brochure production. And our agents and their assistants are happier, more confident about doing their jobs well with the help of reliable, professional selling tools.”

The Future

Krogsveen has grown both organically and by acquisition over the years, and it continues to focus on growth. As it does so, it is looking to Xerox to step up to the increasing demand without any reduction in quality or value.

“Xerox has successfully moved from being a professional supplier to becoming a strategic partner,” says Hantveit. “We look forward to developing this partnership and discovering new ways to work together as our objectives evolve in line with changing market and business requirements.”

Case Study Snapshot

The Challenge

- Prior to working with Xerox, Krogsveen produced its real estate brochures via its local offices which meant that quality was inconsistent and the process was expensive and inefficient

The Solution

- Krogsveen offices are networked to a centralised, dedicated Xerox facility where brochures and marketing collateral are produced within two working days
- Office fleet consolidated down to two Xerox® models for ease of maintenance and support

The Results

- Estimated saving of 30-40% on brochure production
- Better quality, more effective brochures and marketing collateral
- Krogsveen staff better able to focus on their core job of selling real estate

About Xerox Services. Xerox Corporation is a world leader in business process, information technology and document outsourcing services. Our unique combination of industry expertise and global delivery capabilities helps you reduce costs, streamline operational processes and grow revenue while clearing the way for you to focus on what you do best: your real business.

For more information on how we help leading retailers, visit www.xerox.co.uk/services.

