

## CRON Works on Global Servicing Network

CRON is improving its global technical support network to meet the increasing demand for CTP installations worldwide. Recent initiatives include the opening of CRON Europe at the end of 2013, the establishment of CRON Asia in Malaysia in 2014, and the creation of CRON-ECRM marked by the official opening ceremony in early 2015. One of the key responsibilities of these companies is to provide technical support and training for neighboring distributors and customers.



There are currently 84 distributors/dealers and 238 engineers fully trained engineers for CRON CTP products based at strategic locations around the world. The engineers are structured into three different levels to ensure professional and responsive service to global users guided by the company's "customer orientation" principle. These levels are: expert team, first level support team, and second level support providing comprehensive support to different levels of issue or emergency.

Many languages are spoken throughout the support team, with a current drive to increase the number of English speaking engineers abroad and at home who are experienced in prepress technologies or who wish to specialize in this areas.

### **Training and education**

The CRON CTP training center in China is proud to be one of the only organizations to be recognized by the China Printing & Printing Equipment Industries Association. This is due to the ability to provide a complete training package from multi-function training rooms and meeting rooms, a team of trainers who are experts in both theory and practice, and international-standard accommodation.

The training courses structured to give engineers systematic theoretical study and operational practice on CTP as well as a solid grounding in color management and other prepress technologies. They are intended for expert engineers, senior

engineers and customer operators normally taking 7-14 days depending on capabilities and content. Many of the courses are given in English by professional English-speaking teachers who are well respected by trainees for their knowledge and teaching skills.



#### **Hardware support**

Trained engineers and customers are supported at a local level by a desktop network for hardware problems. This system is for communication between distributors and the CRON technical center. After log in, a distributor can submit a ticket which will immediately appear on the desktop of any support agent that is on standby. Once the Ticket is picked up by the support agent, it is considered to be assigned and will be responded to as soon as possible. Dealers or Support Team Supervisors can monitor the Ticket status at all times and provide additional input if required.

#### **Parts supply**

CRON is making efforts to improve the current system for supplying spare parts by establishing four main warehouses in four key regions which act as hubs, radiating parts to the global customer base.

With these new initiatives and the work of the past, we strive to be able to serve dealers and customers anytime and anywhere. We will also strive to continuously improve these initiatives - the desktop communication network, the quality of our training, the accessibility of parts and our language coverage with special emphasis on English.