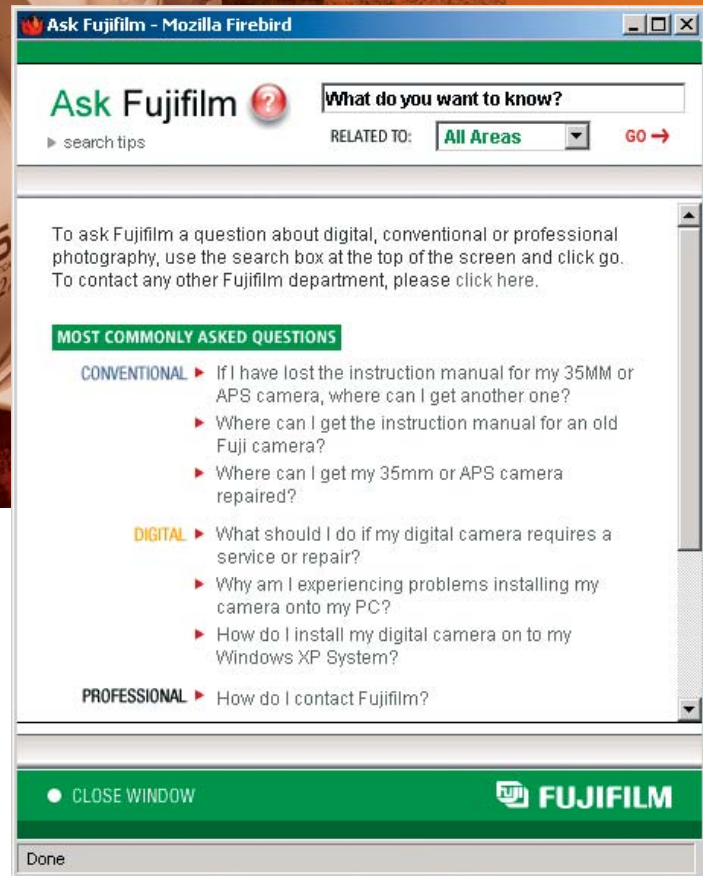


Fujifilm Case Study



"Metafaq has exceeded our targets and expectations for web self-service. We wanted to offer advice to customers that are new to digital photography, while catering for the experienced technically aware photographer.

Metafaq enables us to quickly and efficiently deal with the sheer variety of questions asked. It saves our customers time and effort, while making sure they are getting the most out of our products. Overall Metafaq was installed quickly, painlessly, and provided us with a positive ROI from day one"

Adrian Clarke, Director
Consumer Products, Fujifilm UK

"We were taking most of the week to catch up with the weekend emails. With the introduction of Metafaq we saw a 62 percent reduction in volume. Now customers who email us after searching the knowledgebase are often halfway through solving their own problem ... saving us time and resources."

"Staff are able to concentrate their skills on the 'meaty' issues, as the everyday questions are being taken care of by Metafaq"

Carrie Lees, Customer Service Manager, Fujifilm UK

For more information about Transversal, call
01223 723388 or visit www.transversal.com