

# China Strategy Project provides new investment in Asian market

When Tecan established its Beijing representative office in 2004, customer service and support were already important components for the development of our business in China. This was strengthened in 2008 by the creation of Tecan's Asia Pacific Headquarters, with local service manager Hua Zhang and Johann Prossinger, originally from Tecan Austria, tasked with developing the local service capabilities. The launch of our China Strategy Project last year has seen further development of our local service operation, including the creation of a new service and training center in Shanghai, and the roll out of a local helpdesk service, which has been a winning practice within the Tecan Group for many years.

The Asia Training and Service Center reflects our strong commitment and continuing investment in the Asian market, and houses a comprehensive sales and support organization, complete with customer training and demonstration facilities and local application development, to provide rapid support for customers' needs. Inaugurated on the 15<sup>th</sup> of March this year, the opening ceremony included a scientific seminar and tour of the new facility, and was attended by over 60 distinguished guests from Tecan's healthcare, industry and academia customers in Asia. The seminar's theme – Laboratory automation: Advancing science and improving healthcare – attracted

key opinion leaders in public healthcare policy, diagnostics and pharmaceutical development, and was followed by an open forum discussing current and future laboratory automation applications in drug discovery, translational medicine, and clinical testing and research.

To complement the new service and training facilities, we are also establishing a local helpdesk in China for the first time. The new China helpdesk team is comprised of two dedicated engineers and two back-up engineers from the customer service team, led by experienced Tecan field engineer Billy Gu. Billy and his team have worked closely with a group of experts from Tecan US – including Vice President of Service and Consumables for Tecan US, Craig Williamson – to set up this service, combining local knowledge with established practices and many years of experience to create the best solution for customers. The US and China teams worked shoulder to shoulder to implement and streamline the service – from protocols to system set-up – in just two weeks, aligning the China helpdesk with other departments and business units before the service went live on the 9<sup>th</sup> of March.

While still at the very beginning of its operations, Billy is totally convinced that all the field experience he and his team have gained during their many years of service

at Tecan is now finding a very effective platform to help all our customers in China. The helpdesk will not only help to solve customers' problems in a faster and more efficient manner, it will also significantly improve the overall customer satisfaction level in China, which, needless to say, is our ultimate goal.

Raymond Chan, Tecan Head of China and South East Asia, commented: "The rapid development of our business in Asia meant that our former facilities could no longer meet our needs. Establishment of the Asia Training and Service Center, along with the local helpdesk, will extend the level of support we can offer our customers, improving our overall service and strengthening our business in the region."

To contact the China helpdesk, call the toll-free hotline on 400 821 3888, or e-mail [helpdeskn@tecan.com](mailto:helpdeskn@tecan.com)



Billy Gu, Team Leader of Tecan China Helpdesk



The inauguration ceremony brought together many of Tecan's customers in Asia for a scientific seminar and tour of the new facility



Guests at the opening of the new center enjoyed an opportunity to meet fellow Tecan users



The Asia Training and Service Center provides a local presence