



**CUSTOMER PROFILE:**

Technology

**WEBSITE:**

[www.ricoh-usa.com](http://www.ricoh-usa.com)

**LOCATION:**

Ricoh Americas' headquarters is in Malvern, PA; Technology Contact Centers in Tucker, GA; Tempe, AZ and Melbourne, FL

**BUSINESS NEEDS:**

- Ricoh wanted to improve operational efficiency and agent performance.

**NICE SOLUTIONS:**

- NICE IEX Workforce Management
- NICE Performance Manager Module
- NICE Interaction Management
- NICE Quality Management

**THE IMPACT:**

- Improved average speed of answer by 83 percent, currently at world -class standard
- Improved abandonment rate by 75 percent
- Decreased average handle time by 15 percent
- Call volume did not decrease, indicating the improvements were all performance-based

**ON THE NICE SOLUTION**

**“At Ricoh, we promote a customer-focused culture and inspire all employees to deliver exceptional customer experiences. The utilization of NICE IEX Workforce Management has allowed us to better manage our business and meet the demands of our customers. The NICE Performance Manager Module gives our employees the information they need in order to improve their own level of performance.”**

Laura Batton, Director, Call Center Operations, Ricoh USA



# IMPROVING OPERATIONAL EFFICIENCY AND EMPOWERING CONTACT CENTER AGENTS

## ABOUT RICOH

Ricoh is a global technology company specializing in office imaging equipment, production print solutions, document management systems and IT services. Headquartered in Tokyo, Ricoh Group operates in about 200 countries and regions. In the financial year ending March 2014, Ricoh Group had worldwide sales of 2,236 billion yen (approx. 21.7 billion USD). The majority of the company's revenue comes from products, solutions and services that improve the interaction between people and information. Ricoh also produces award-winning digital cameras and specialized industrial products. It is known for the quality of its technology, the exceptional standard of its customer service and sustainability initiatives. Under its corporate tagline, imagine. change. Ricoh helps companies transform the way they work and harness the collective imagination of their employees.

## THE CHALLENGE

Ricoh has three U.S.-based contact centers in Georgia, Arizona and Florida employing approximately 300 agents who handle 2.4 million calls annually.

When Ricoh acquired IKON Office Solutions, Inc. in 2008, the company needed to unify three contact centers, with its main contact center in Melbourne, FL. Manpower across each of these locations needed to be managed in a more efficient and automated manner instead of the manual antiquated processes. Ultimately, Ricoh needed to find a way to improve their processes and ensure that they had proper coverage in order to meet their objectives.



## THE SOLUTION

Ricoh decided to supplement their existing NICE Interaction Recording and NICE Quality Management solutions with NICE IEX Workforce Management and the NICE Performance Management Module.

NICE IEX Workforce Management enabled Ricoh to generate highly tuned forecasts and schedules. They gained better intelligence into call volume trends which resulted in errorless call forecasting. Additionally, Ricoh was able to replace its manual scheduling with efficiently automated processes, freeing up its contact center managers to focus on higher value activities. Staffing adjustments and breaks were now able to be scheduled based on peak seasons, days and hours. The solution's simple end-user interfaces made it easy for every employee to 'own' their schedule and their performance.

With the NICE Performance Manager Module, Ricoh amplified their investment in NICE IEX Workforce Management by automatically reporting their workforce management and quality metrics at the individual level. Now every employee has a transparent view of his or her performance, inspiring a greater degree of accountability. Supervisors are able to target coaching at specific agents and topics to ensure constant action. Coaching sessions are more productive because both supervisors and agents come armed with data and stay aligned on action items.

NICE Performance Management also enabled team managers to significantly reduce the time spent gathering data related to agent performance and use that time to coach agents so they could improve their KPI results. With a systematic coaching framework, managers were better equipped to provide consistent direction for agents and link coaching to results. By improving agent awareness of their individual performance and with targeted coaching, agents were able to improve their KPI results by 6 – 14 percent.

**“THE NICE PERFORMANCE MANAGER MODULE COUPLED WITH NICE IEX WORKFORCE MANAGEMENT HELPED US MAKE SIGNIFICANT IMPROVEMENTS IN OUR CONTACT CENTER OPERATIONS. WE ARE FINALLY ABLE TO SCHEDULE AND FORECAST TRENDS QUICKLY AND ACCURATELY WHILE EMPOWERING OUR AGENTS TO OWN THEIR SCHEDULES AND THEIR PERFORMANCE.”**

*Laura Batton, Director, Call Center Operations, Ricoh USA*

With NICE Interaction Management and NICE Quality Management, Ricoh was also able to capture their customer interactions, create a quality plan, and use calibration to effectively monitor specific calls. The system automatically pulled calls that met their pre-defined criteria and then distributed them among the various team leads for further evaluation.

After the deployment, Ricoh experienced remarkable improvements in their KPIs. Average speed of answer improved by 83 percent, abandonment rate improved by 75 percent, and average handle time decreased by 15 percent. Call volume did not decrease, which indicated that the improvements were all performance based.

## ABOUT NICE SYSTEMS

NICE (NASDAQ: NICE) is the worldwide leader of software solutions that deliver strategic insights by capturing and analyzing mass quantities of structured and unstructured data in real time from multiple sources, including, phone calls, mobile apps, emails, chat, social media, and video. NICE solutions enable organizations to take the Next-Best-Action to improve customer experience and business results, ensure compliance, fight financial crime, and safeguard people and assets. NICE solutions are used by over 25,000 organizations in more than 150 countries, including over 80 of the Fortune 100 companies. [www.nice.com](http://www.nice.com)