

### Our Client:

Ricoh Company Ltd is one of the world's leading manufacturers of office automation equipment. Headquartered in Sydney, Ricoh Australia (a 100% owned subsidiary) is dedicated to the sales and service of Ricoh manufactured products. With a strong network of sales, service and support centres in over 150 locations, Ricoh Australia is committed to delivering an outstanding range of solutions to its customers. The Ricoh product range includes photocopiers, multi-function devices, printers, facsimiles, scanners, solution products and photographic products.

### The Need:

Due to significant business growth and growing complexity in customer needs, Ricoh Australia faced a number of challenges in executing its business strategy. Ricoh recognised that its legacy sales, marketing and service systems would not support its long term business goals, meet customer expectations and be supportable into the future. A key priority was the integration of departments, processes and information flows across the business in order to provide a consistent customer experience.

Ricoh needed unbiased, professional and informed assistance to develop its business requirements and formally evaluate and select a suitable CRM technology solution.

### Why Customer Connect Australia?

CCA were engaged to lead Ricoh through the CRM evaluation process due to CCA's:

- Detailed knowledge of CRM and the CRM software marketplace
- Complete independence from vendors or other system integrators
- Willingness to transfer knowledge and processes for ongoing use
- Process discipline & arms length transparency

*"CCA's actions were transparent and both John and Ross demonstrated a high level of integrity, credibility and professionalism. They had no hidden agenda"* Robin Livingstone (CIO)

### The Result:

The engagement was highly successful, providing a comprehensive and defensible selection decision. CCA's inclusive approach to developing needs and forming a cross-functional evaluation team was beneficial in developing buy-in and ownership of the decision and the overall program. Although faced with tight deadlines, all engagement objectives including cost and time were met without complication.

As a result of the engagement Ricoh adopted CCA's process refinement methodology to support other high priority business initiatives. CCA supported the implementation of this methodology through education and support for Ricoh's internal process refinement team.

### Client Feedback:

Ricoh was delighted with the outcome of the engagement and found CCA's market expertise to be excellent: *"The work done by Customer Connect was of a very professional standard. Precise to our requirements and extremely relevant. Ricoh was very satisfied with the work performed."* Robin Livingstone (CIO)

