

# Empowering your Service Functions



CASE STUDY – RICOH INDIA LIMITED



## The Company

Ricoh India Ltd, an ISO9002 company, is a subsidiary of Ricoh Company Ltd, Japan. Ricoh is a global leader in office automation products with a consolidated group sales turnover of US\$ 14 Billion. It's products are synonymous with world class quality and accepted for their versatility. Ricoh pioneered the digital revolution in the office and is a leading supplier of digital copiers to many of the world's most competitive markets. Ricoh's vision is to become the "World's Number 1 Company" in the industry in Customer Satisfaction.

In span of four years, Ricoh India Ltd. has consolidated it's market presence in India and has succeeded in building a base of over 20,000 satisfied customers. As a member of the worldwide Ricoh Group, Ricoh India is committed to serving customers in India with world's finest digital copiers, multifunctional printers and FAX machines.

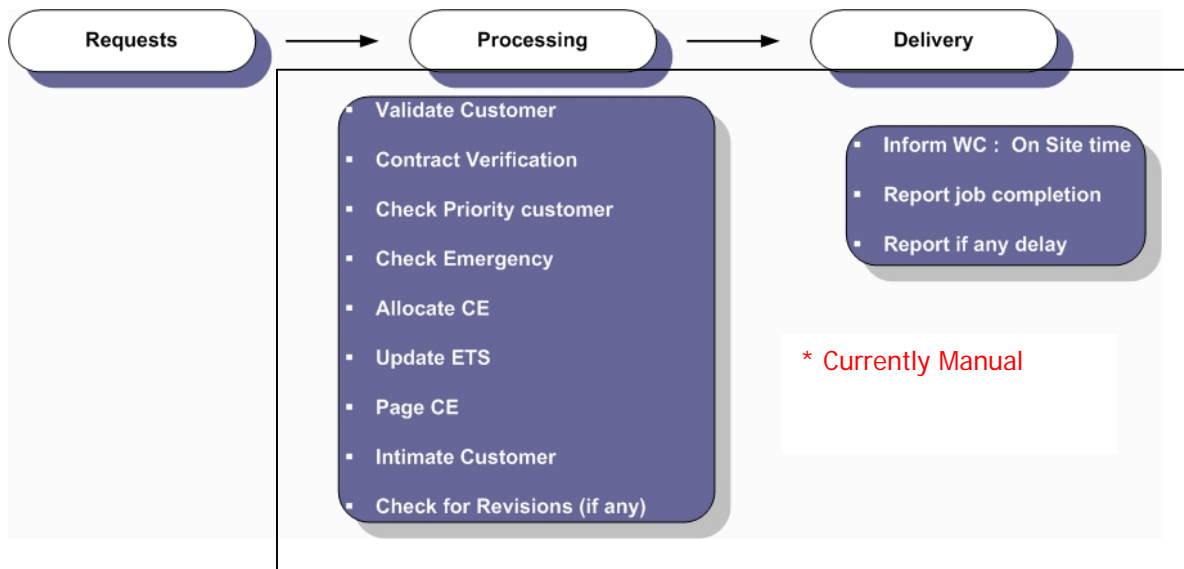
## The Way Forward

A consistent, connected service lifecycle across the business requires not only the sharing of data, but also the sharing of strategic goals, service policies, processes and metrics for delivering low-cost, high-quality, and responsive service. Any such solution should enable the business to gain a scalable and flexible platform that can easily accommodate its specific business policies, processes and terminology, embracing forecasting that automatically merges management, history, marketing, and sales input, right through to service performance measurement for immediate analysis and improvement.

- ❑ Provide quality and reliable service to customers
- ❑ Provide additional customer support
- ❑ Reliable system to receive customer complaints without any error
- ❑ Automation of scheduling methods
- ❑ Methodology to manage and distribute inventory
- ❑ Balance cost incurred on spares purchased
- ❑ Effective management of resources
- ❑ Direct and trace movement of spares
- ❑ Manage and coordinate service operations

## Situational Analysis

The service operations at Ricoh revolve around the service coordinator. A customer can log in complaints from customer touch points through telephone, fax and e-mail. These complaints are received and aggregated by the service coordinator who then schedules and dispatches them manually to the field technician. Each technician is equipped with a standard tool kit. Care is taken ensure that a technician is not scheduled for two different tasks at the same point of time. The company has an exclusive warehouse managed by every branch location. The company has an exclusive courier system through which spares are delivered at the service location. Communication among the entities is carried out at regular intervals of time. Regional Offices submit their requisitions, "EMERTEL", in case of any emergency of spares. Raising purchase orders, indents, requests, receipts and returns form the routine transactions of the inventory.

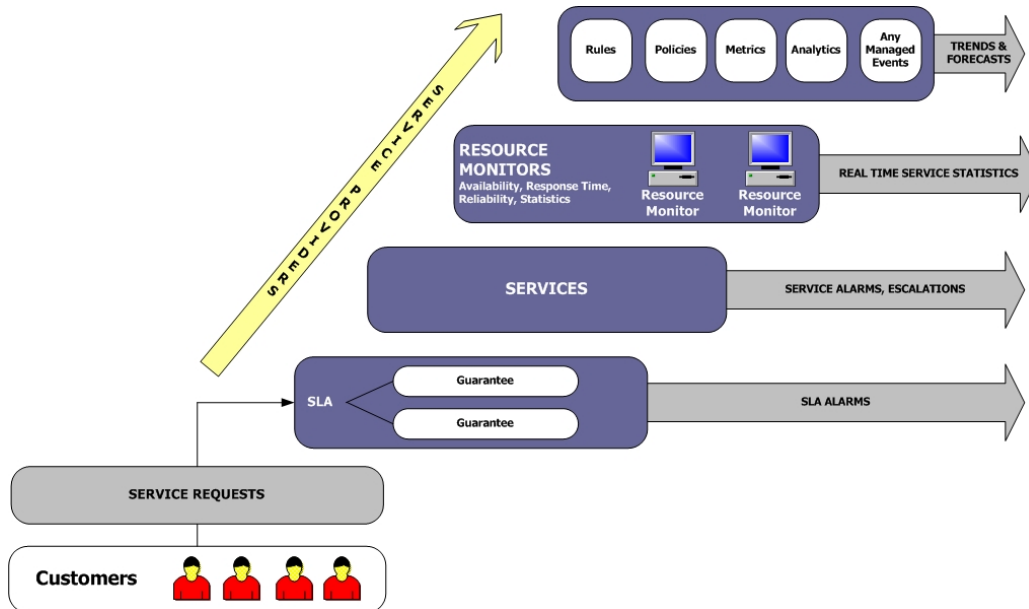


## Method of Approach

For RIL, solution encompassing the following was offered

1. Schedule Optimus as a complete SFM solution: Automation of the service and inventory related

- functions.
2. Service Analytics: Exclusive offering, tailored to meet the needs of RIL service and inventory functions.
  3. Offline modules.



With Scheduling as its pivot, Schedule Optimus empowers all the entities of service function management cycle. These functions include:

- ❑ Service Operations Management
- ❑ Contract Management
- ❑ Installed base maintenance
- ❑ Contact Center
- ❑ Scheduling and Automated Dispatch
- ❑ Service Parts Management
- ❑ Depot Repair
- ❑ Mobile Service Engineer

#### WHAT IF YOU COULD...

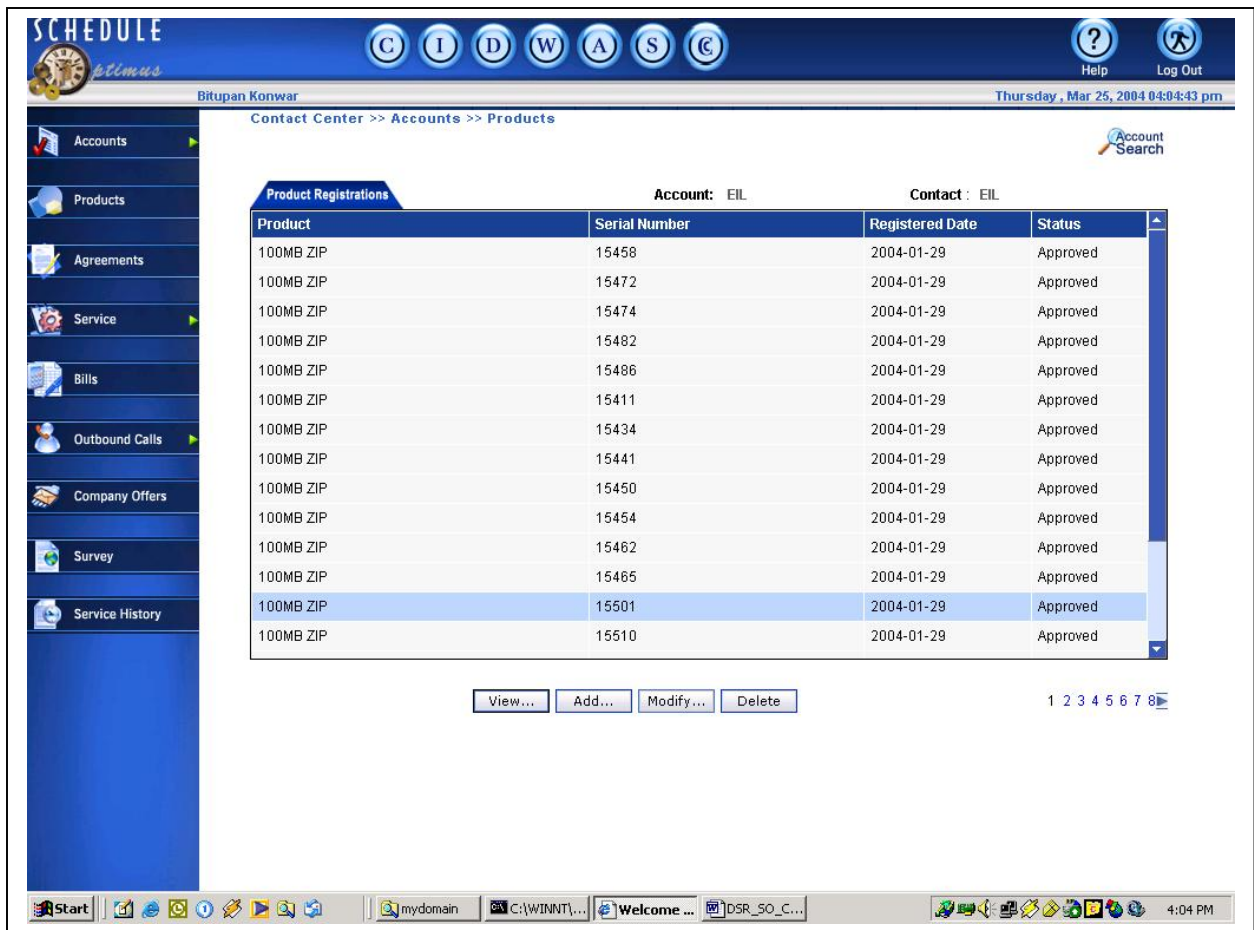
- Identify and recover lost revenue
- Reduce operational costs by 40%
- Increase Productivity
- Craft more profitable contracts
- Receive automatic event notifications
- Obtain instant visibility into any service operation
- Improve first time fixes
- Reduce schedule slippages
- Access to corporate knowledge base
- Effectively manage service requests

#### WITH SCHEDULE OPTIMUS YOU CAN!

## Contact Center

An efficient contact centre management requires a service process management solution that caters to the needs of:

- ❑ Account & Contact Management
- ❑ Agreement Management
- ❑ Service Request Management
- ❑ Outbound Calls
- ❑ Service delivery and reporting



The screenshot displays the SCHEDULE ptimus web application interface. The top navigation bar includes the company logo, a breadcrumb trail (Contact Center >> Accounts >> Products), and user information (Bitupan Konwar, Thursday, Mar 25, 2004 04:04:43 pm). A left sidebar contains menu items: Accounts, Products, Agreements, Service, Bills, Outbound Calls, Company Offers, Survey, and Service History. The main content area shows a table titled 'Product Registrations' with columns for Product, Serial Number, Registered Date, and Status. The table lists 15 entries, all for '100MB ZIP' products registered on '2004-01-29' with a status of 'Approved'. Below the table are buttons for 'View...', 'Add...', 'Modify...', and 'Delete', along with a pagination control showing '1 2 3 4 5 6 7 8'.

Product	Serial Number	Registered Date	Status
100MB ZIP	15458	2004-01-29	Approved
100MB ZIP	15472	2004-01-29	Approved
100MB ZIP	15474	2004-01-29	Approved
100MB ZIP	15482	2004-01-29	Approved
100MB ZIP	15486	2004-01-29	Approved
100MB ZIP	15411	2004-01-29	Approved
100MB ZIP	15434	2004-01-29	Approved
100MB ZIP	15441	2004-01-29	Approved
100MB ZIP	15450	2004-01-29	Approved
100MB ZIP	15454	2004-01-29	Approved
100MB ZIP	15462	2004-01-29	Approved
100MB ZIP	15465	2004-01-29	Approved
100MB ZIP	15501	2004-01-29	Approved
100MB ZIP	15510	2004-01-29	Approved

Schedule Optimus with its wide spread functionality addresses these needs through its best service processes. Incorporating the Customer Service Management practices, Schedule Optimus empowers the service centers with the power to monitor and manage day-to-day service operations.

## Scheduling and Dispatch

Schedule Optimus first of its kind to implement the combination of Predictive and Reactive scheduling mechanisms empowers the work controllers to choose various modes of scheduling:

1. Manual scheduling
2. Automated scheduling
3. Mixed Initiative interactive scheduling

Accommodates

- ❑ New requisitions
- ❑ Jobs being cancelled
- ❑ Job status changes
- ❑ Late / Early completions
- ❑ Rejections
- ❑ Extensions
- ❑ Exceptions

## Unlocking the value and profit of Service Supply Chain

At the RICOH central warehouse, Schedule Optimus Service Hub has automated the spare parts request and dispatch processes, effectively reducing the manual intervention required to manage such requests. RICOH team is delighted with the new efficiency. "We receive an average of over 500 part requests each day from RICOH's branch offices. Thanks to Service Hub, it takes only five warehouse employees to manage this volume of daily requests!"

Service Parts Management: A Baseline

What lies beneath?

- ❑ Product Life Cycles
- ❑ Response times
- ❑ Expediting response times
- ❑ Inventory Turns
- ❑ Delivery and Service
- ❑ Stock Outs

---

**In the realm of aftermarket service, response time – not costs – is the top priority.**

---

❑ Service Parts Intelligence

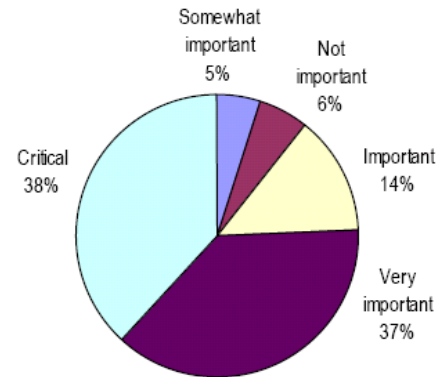
Base lining the service parts management can be achieved only when the hurdles are surpassed.

Hurdles to Effective Service Parts Management:

- ❑ Lack of visibility
- ❑ Disparate Sources for Service Parts Data
- ❑ Inconsistent Naming Conventions
- ❑ Disconnected Planning and Execution Procedures
- ❑ Insufficient and Fragmented use of Automation

**Service Parts Management Is Critical to Most**

How important is the efficient and effective management of service parts to the overall success of your company?



Source: Aberdeen Group, September 2003

Addressing the Service Parts Management Success Factors:

- ❑ Align planning and operations across a service network
- ❑ Leverage logistics service providers
- ❑ Aggregate, Classify and Enhance Service Parts Data
- ❑ Automate Service Parts Planning and Execution

Schedule Optimus' Service Parts Inventory has given RICOH a new dimension in managing their spare parts and attain efficiency in reverse logistics process thereby unleashing the value and profits in Service Chain. Salient features include:

- ❑ Min-Max Planning
- ❑ Service Parts Transactions
  - Requisitions (Inter Branch and Internal)
    - Receipts
    - Returns
    - Inward and Outward Transfers
- ❑ Planning

- Service Parts History
- Service Parts Analytics
- Depot Repair

---

## Service Analytics

- National Performance Reports
  - Service
  - Installed Base
  - Inventory
- Service Handling Process
- Number of calls responded after committed ETA
- Number of negotiations
- Productivity Reports

---

Efficient and cost-effective service operations hinge on the ability to accurately plan inventories and service parts.

---

## Benefits

### Field Service Benefits

- Average task duration: 20% decrease
- Average idle time: 100% decrease
- Average travel time: 20% decrease
- Average onsite time: 15 % decrease
- Average overtime: 30% decrease

### Work Force Benefits

- Average job handling: 50% decrease
- Call handling capacity: 40% increase
- Average overtime: 30% decrease
- Technician count (Increased call handling) 27% decrease
- Dispatchers count: 65% decrease
- First time fixes: 50% increase



DSR

SOLUTIONS  
Limited

Creative Minds... Innovative Solutions...

3783 Presidential Parkway  
Suite 130-A, Atlanta GA 30340  
USA  
Tel 1 678 990 2196  
Fax 1 770 455 3265

[www.dsr solutions.com](http://www.dsr solutions.com)  
[www.scheduleoptimus.com](http://www.scheduleoptimus.com)