Case Study

education

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University Moves Customer Service to the Front of the Line with Customized Mail Center Services Application

Ricoh improves mail center services for prominent university and makes a significant impact on users — and the environment.

ABOUT THE CUSTOMER

Recognized internationally for its outstanding liberal arts college, superb professional schools and one of the Southeast's leading health care systems, this prominent university strives for universal excellence. As a result, it integrated Ricoh Managed Services to simplify mail services and to streamline workflow for its nearly 50,000 students, faculty and employees.

CHALLENGE

Hundreds of people use the university's primary mail center every day. Unfortunately, the mail center was very inefficient. Complaints poured in about poor customer service, specifically about lost packages, cumbersome, labor-intensive processes, long delays and inattentive staff at the mail center. With limited payment options and antiquated technology, long lines often snaked through the mail center, out the door and around the building. Often, students had to wait in the line just to see if they had a package.

Plus, primarily manual processes compromised administrators' ability to track critical data, including usage histories, inventory and more. As a result, the university's administration sought a new vendor with comprehensive, eco-friendly solutions to improve processes and enhance service levels for users at the university, hospital, clinics and other locations.

CHALLENGE

- Large university with multiple locations
- Inefficient, labor-intensive processes
- Poor customer service
- Minimal reporting metrics
- Limited technology

SOLUTION

- TRAC web-based reporting solution
- Onsite managed services
- Automated Package Pick-up Kiosks
- Junk mail reduction solutions

RESULTS

- Streamlined mail center operations/greater automation
- Reduce average package wait times from 20+ minutes to less than two minutes
- Reduction in junk mail entering the campus

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SOLUTION

A committee — comprising administrators, faculty and students — was formed to choose a vendor to manage the mail centers. With a powerful mix of tailored service offerings and technical expertise, Ricoh proved to be in a class by itself. Bolstered by impressive early results, Ricoh was selected to manage the mail center, the document services center and the imaging center.

Ricoh placed 38 onsite employees across 11 locations during the initial contract. Plus, it customized an offering to streamline workflow and provide faster, more accurate services for end users. Ricoh deployed an innovative, web-based TRAC Solution that offers centralized control for the university's mail center environment bundled with interactive mail package kiosks in the student mail center.

The committee cited Ricoh's Package Pick-up Kiosks as the most significant differentiator between Ricoh and other vendors. The kiosks automate much of the mail pick-up process. Ricoh Package Pick-up Kiosks are located at the entrance to the mail center. They are incredibly easy to use. Users simply swipe student ID cards at the kiosks and the number of packages they have waiting is displayed. The kiosks also direct the student to the appropriate package window for pick-up.

To begin the process, every package received in the mail center is scanned and entered into the TRAC mail module. An email is sent automatically to notify students that their package has arrived. When the student ID card is swiped at the Ricoh Package Pick-up Kiosks, a bell sounds in the package storage area, a light flashes red and the student's name appears in the queue on a touch screen monitor with a listing of all the packages for that specific recipient. The Ricoh team does the rest. Mail center workers retrieve the packages and bring them to the window. The student signs a signature pad for verification. The new package pick-up workflow ensures another layer of accountability for handling incoming packages.

In addition, Ricoh introduced solutions to protect confidential information and student privacy while bolstering recycling efforts. Users are encouraged via lively videos to shred sensitive materials at new shredding kiosks. Ricoh also implemented a junk mail application for students on campus and for staff and faculty at the hospital and university to minimize unwanted direct mail and other advertisements. Users simply log on to a website and set personal settings to unsubscribe from specific mailing lists from selected retailers. Users can even use a convenient smart phone app to select their mailing preferences.

Ricoh's solutions aren't limited to the mail center. The TRAC Solution includes an easy-to-use copy services module so users can submit job requests online for the document services center. The system automatically tracks production and delivery of every job and calculates pricing for estimates and invoices. Users can manage jobs during the entire process and see project status in real-time.

RESULTS

With shorter lines for mail package pick-ups, there are brighter smiles from the students and administrators. The Ricoh customized solution has transformed how mail packages are managed for university students.

Students are receiving their packages significantly faster with the Package Pick-up Kiosk. It's estimated that the average package retrieval time has been reduced from 20-plus minutes with the previous vendor to less than two minutes with Ricoh. In fact, in 2012 over 85,000 packages were delivered to students with a median wait time of one minute and forty seconds. The package pick-up process is more reliable too. The student government association recently commended Ricoh for delivering more than 12,000 packages in one month — without a single lost package.

In addition, the Ricoh solution provides the university with real-time reports that document activity, delivery times and performance. This helps the university track its mail center's efficiency and establish more accurate budgets.

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