



Support services infrastructure

The issue

Now that your products are being successfully distributed in the market, you're faced with the challenge of how to best provide services and support coverage — both onsite and via a remote call center.

The situation

Support and maintenance is your top priority. These lifecycle management stages are important because they focus on improving and growing customer relationships by checking in and communicating with customers to ensure their equipment is working well. Perhaps you have some training and support infrastructure, but you may need to address some of the gaps in your current support process. Or, perhaps you're realizing that there is value in creating after-market revenue by planning programs and services that generate post-sales revenue streams.

Either way, there is a lot to consider when providing and building a proper training and support infrastructure. Not only do you need to provide support over the phone, via a call center or online, but also onsite—when your product breaks down or is in need of maintenance. You need access to trained support technicians who are certified in the specific areas that are critical, albeit customized, to your organization. More importantly, you need a workforce that is flexible to meet business demands, in an efficient and cost-effective manner.

The challenges

Standing up a service organization requires manpower

You have optimized your distribution channel and set your deployment cycle times to meet market demand. But you're quickly realizing that this is only the beginning. You need skilled service technicians in your new market and you need them fast. You only have so much time to spare from when you first receive a support or maintenance call to when you can deploy a technician to your client's location. You need to move quickly to ensure minimal downtime, but you may not have the physical or capital resources to add such a large staff.

Understanding your parts inventory

Once your product has been successfully delivered, you have entered a new phase of your relationship with your customer. Customers consistently need to swap devices, or receive replacement parts and upgrades. Good parts and inventory planning is critical to seamlessly delivering materials in new markets. Deploying a service technician to your customer's location to fix an issue without the right parts is just as damaging to your reputation as not deploying anyone at all.

Building reoccurring revenue streams

When it comes to support and maintenance, it's not only critical that you have the sufficient number of resources required to answer and attend to customer calls—there is also the opportunity for after-market revenue generation. For example, you can create programs and services that generate post-sales revenue, such as monthly maintenance programs or managed support services. By proactively providing maintenance on your products, it is less likely that they will break down. But to make this a profitable venture, your field service technicians must have the right skill sets and certifications necessary to provide leading customer support.

The solution

We have the people, process and technology to stand up a successful service organization in hundreds of countries. For more than 80 years, we have been expanding our geographic reach, developing a professional field services operation and growing into one of the world's largest technology service providers. Our extensive market knowledge and distribution networks can streamline your approach to market expansion and help you accelerate growth.

Additionally, we operate turnkey call centers globally. Over 170 skilled service desk analysts provide support for more than 1.3 million devices in the U.S. and are open 24/7/365, making it easy to tap into our existing resources to support your equipment without experiencing downtime.

RICOH Service Advantage is your partner of choice to help reduce the cost and complexities of managing deployment and service environments, while boosting accountability to better control operational efficiency. It's a win-win solution.

Real world example: Intelligent commerce

A leading provider of automated retail systems leverages RICOH Service Advantage for their entire turnkey managed services product lifecycle. From the training of the call dispatch center to the pre-deployment stocking, installation and servicing of the devices, Ricoh maintains the machines accurately, so these high-profile and unique automated stores continue to deliver ROI to their owners in new sales channels and delight consumers with an instant retail experience.

Managing costs while maintaining best-in-class customer experiences is a key driver of ROI

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U.S. call centers

170+ 
Service desk analysts

24/7/365 
Support

1,300,000+ 
Devices in the U.S.

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