



How we moved our Net promoter score by 34 points in 30 months



Colin Shaw
Founder & CEO
Beyond Philosophy



Glenn Laverty
President & CEO
Ricoh Canada



@ColinShaw_CX

#RicohCaseStudy

Introduction to Beyond Philosophy



**Customer Experience is
all we do.. Since 2002!**



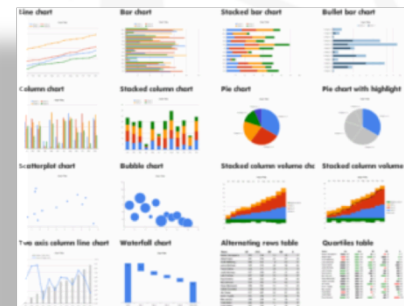
**We work globally with offices in
London and North America;
with partners in Africa & Asia.**



**Thought leadership is our
differentiator**



**We focus on the emotional
side of customer experience**



**Evidence based consulting
& training**

Some organizations we have worked with...



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'Webinar50'

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<http://beyondphilosophy.com/product/ebooks/unlocking-hidden-customer-experience/>

Ricoh Canada

Our Customer Experience Journey

Glenn Laverty
President & CEO

July 2015

RICOH
imagine. change.



Our Customer Experience Statement **RICOH** imagine. change.

Ricoh Canada will be recognized as an industry leader and trusted brand, in the digital evolution of the workplace through highly engaged employees that provide an exceptional Customer Experience





Our Challenge

In 2003 we were too internally focused. Our culture was not focused on the customer any more than any of our competitors. It was a not a market differentiator.

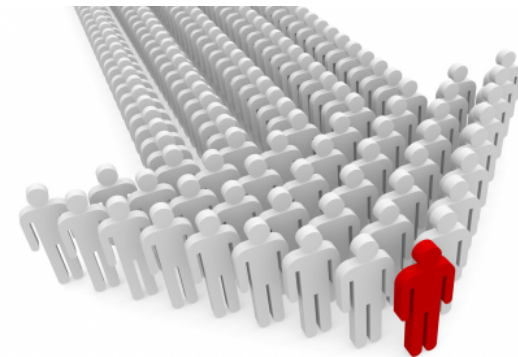


The Opportunity

Create a culture of putting the customer first in everything that we do and make it everyone's job to deliver an Exceptional Customer Experience.

Beginning Our Customer Experience Journey

- ✓ Become the market leader
- ✓ Create a Customer centric culture in the organization
- ✓ Position service excellence as a competitive advantage
- ✓ Develop of value proposition based on the Customer Experience



- Cross-functional team of 16 employees identified as future leaders within the company
- Designed a new customer centric program for the organization
- Built confidence throughout every function, department and Branch - our employees knew more about serving the customer than they gave themselves credit
- Began analyzing our business data in a different way
- Looking at every decision we made as an organization through the filter of how it would impact our customer



Great Customer Experiences are created by consistently exceeding Customers physical & emotional expectations. Some of the identified key touchpoints Ricoh Canada has mapped include:

1. Sales
2. Technical Service
3. Dispatch
4. Accounts Receivable
5. Telemarketing
6. Customer Satisfaction Team
7. Meter Read Team



Customer Touchpoints

Every Ricoh employee plays a part in providing an excellent customer experience





Department Value Propositions

- Everyone was and is responsible for putting and keeping the customer first in all interactions
- Presenting the concept at new hire or management orientations
- Communicating it in Quarterly Reports and company bogs, monthly messages
- Emphasized that everyone was a touch point for the customer and made a impact whether direct or in direct



- 2006 began measuring Net Promoter Score as an expanded part of our Satisfaction Survey
- Launched a "Welcome Call" program
- Initiated Call Quality/Call Monitoring program
- Added Survey on Technical
- Integrated a Customer Issue Log program that assigned an owner with closed loop response





Exceptional Support

- Success because of the support of senior management from the very beginning
- Strategy in place to eliminate silos
- Constant emphasis on every member of the Ricoh Canada team is part of the Customer Experience
- Tied performance of our Customer Experience to the incentives of the entire organization
- Specific measures instilled to reward local and organizational performance



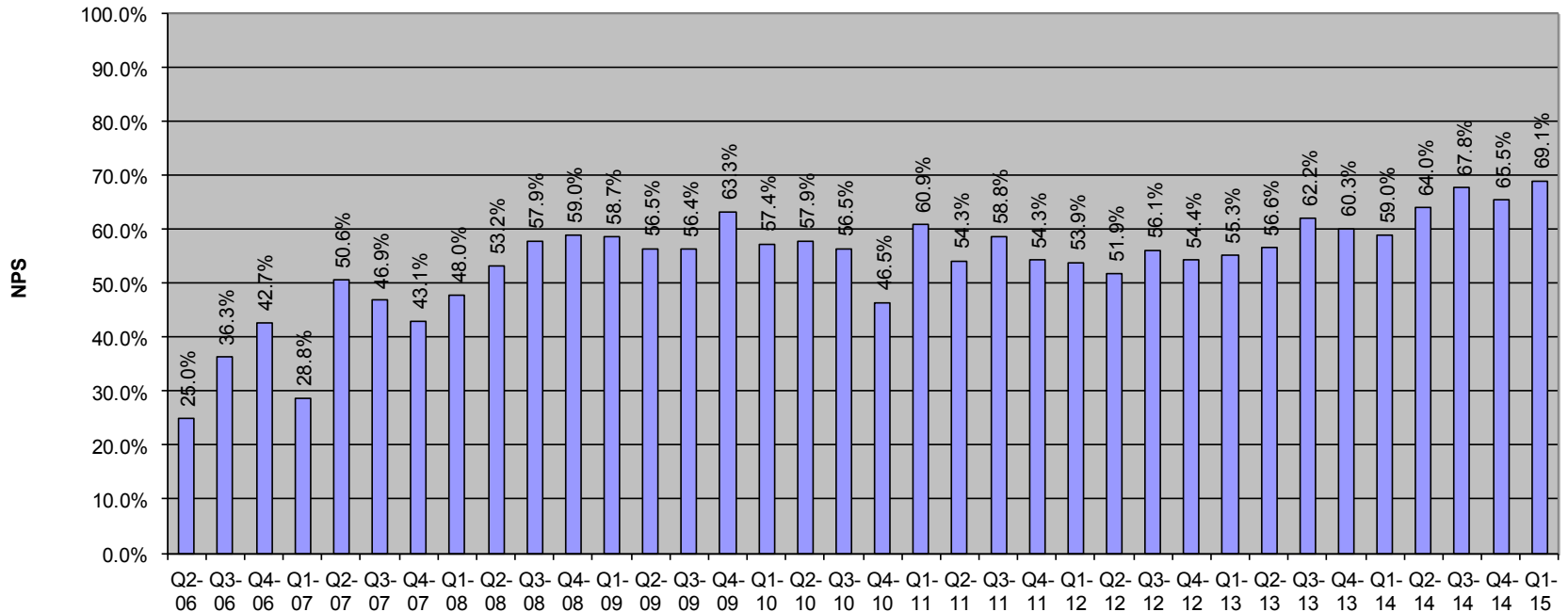


- Field Activated Customer Experience initiative
- Three part system incorporates:
 - Ricoh Customer Culture
 - Operationalization efforts of the team
 - Education & Training programs to support the efforts



RCI Quarterly NPS Results

NET PROMOTER SCORE - 2006-2014

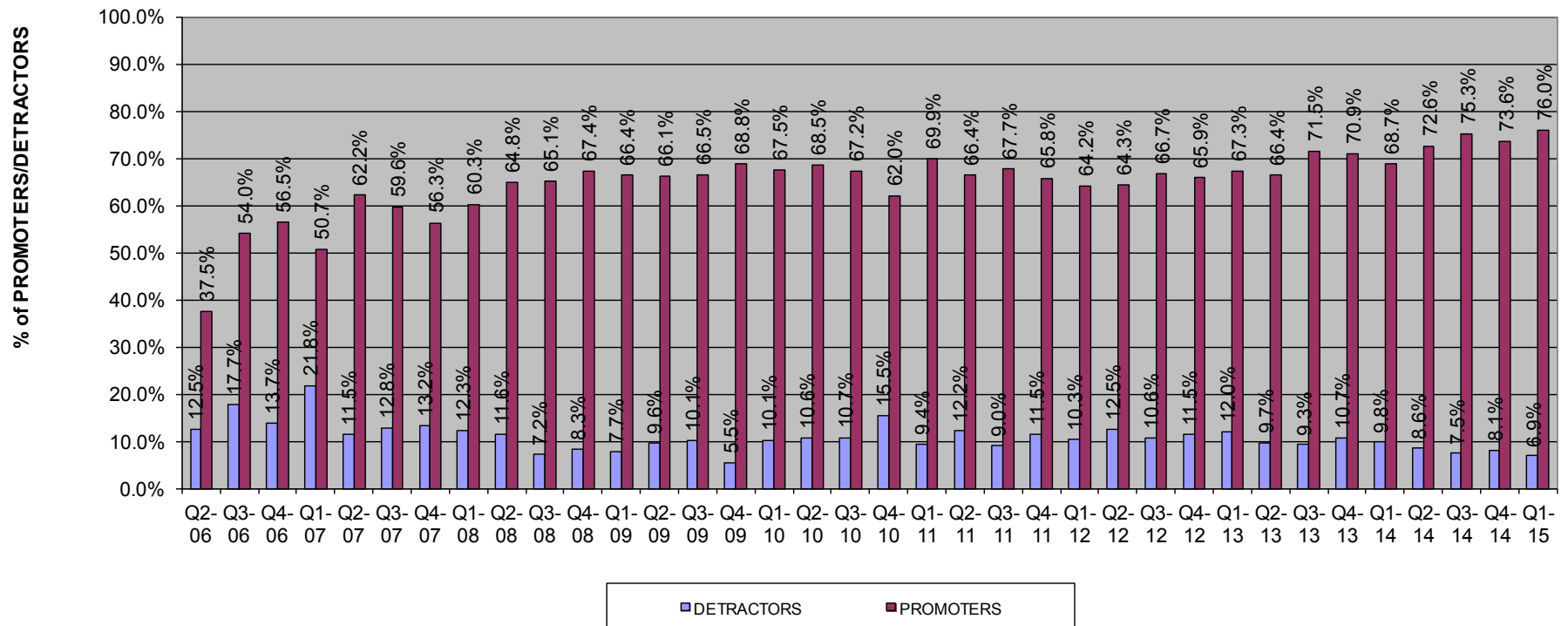


Q26-TOTAL ANSWERED		1856						AVERAGE SCORE		9.00
1's	2's	3's	4's	5's	6's	7's	8's	9's	10's	TOTAL
38	14	8	8	33	27	77	241	307	1103	1856
2.05%	0.75%	0.43%	0.43%	1.78%	1.45%	4.15%	12.98%	16.54%	59.43%	100.00%
6.90%						17.13%		75.97%		
						NET PROMOTER SCORE				69.07%



Quarterly NPS Results

PROMOTERS/DETRACTORS - 2006-2014





Questions...

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