



Oracle Customers

- Overview
- Customer Reference Activities
- Oracle Customer Feedback
- Oracle User Groups

Ricoh Reduces Man-hours to Maintain Frequently-Asked-Questions Content, Cuts Overall System-Maintenance Costs by 40%, and Improves Customer Service

Established in 1936, Ricoh Company, Ltd. is a leading imaging and solutions company, providing a diverse range of office imaging products such as multifunction printers, copiers, scanners, and fax machines, as well as document-management solutions and cameras. Ricoh has 223 group companies and operates sales and support, production, and research and development in more than 200 centers worldwide.

RICOHOracle Customer: [Ricoh Company, Ltd.](#)

Location: Tokyo, Japan

Industry: [High Technology](#)

Employees: 109,950

Annual Revenue: Over \$5 Billion

[Printer View](#)**Oracle 1-800-633-0738**

Have Oracle call you

Global contacts

Find an Oracle Specialized Partner**LEARN MORE****Challenges**

- Integrate disparate frequently-asked-questions (FAQ) systems, such as for customer inquiries, imaging product pages, and repair service requests, into a single knowledge management platform to manage content more efficiently and reduce operating costs
- Ensure consistent and up-to-date FAQ content and enable customers to quickly search the information online instead of contacting call center operators to resolve issues
- Enable sales representatives to easily access a centralized knowledge base—including a variety of customer and business information, such as warranty service data—anytime, anywhere, and provide rapid responses to customer requests

A word from Ricoh Company, Ltd.

"With Oracle Service Cloud, we gained an integrated knowledge- management platform to ensure consistent and up-to-date frequently-asked-questions content, enabling us to manage content more efficiently and cut overall maintenance costs by 40%." – Eiji Shinohara, General Manager, Sales and Service Process Transformation Department, Business Process Transformation, Corporate Division, Ricoh Company, Ltd.

Solutions

- Reduced overall maintenance costs by 40% by integrating multiple FAQ systems—including on-premises and cloud applications—onto [Oracle Service Cloud](#), providing a centralized knowledge-base platform and supporting future expansion to other global locations
- Cut man-hours required to maintain FAQ content by eradicating duplicate information in disparate systems, reducing content volume from more than 10,000 items to less than 7,000 items, such as multifunction-printer specifications
- Improved customer service by enabling sales representatives and engineers to access the centralized FAQ website on their mobile devices and provide rapid responses to diverse customer inquiries, such as replacement-parts requests
- Streamlined call-center support services by providing customers with FAQ online self-service and enabling them to quickly find the most relevant answers to questions, such as fixing paper jams and printing issues, reducing operators' workload
- Ensured consistent and accurate FAQ content by enabling web administrators to easily and

Oracle Product and Services

- [Oracle Service Cloud](#)
- [Oracle Consulting](#)

Participate in Oracle Customer Programs**LEARN MORE****Oracle Stories**

- [Oracle Doubles Sales Leads in Two Months with Oracle Eloqua Solutions](#)
- [Oracle Uses Big Data to Strengthen Cloud Security and Optimize Performance](#)
- [Oracle Gives Large Enterprises Confidence to Migrate to the Cloud](#)
- [Oracle Improves Sales Team Productivity and Runs Financial Batch Processes 5x Faster with Oracle Fusion Applications](#)
- [Oracle Seamlessly Integrates New Companies, Improves Database Performance by 4x, and Cuts Costs with Hardware and Software Optimized to Work Together](#)

[More Success Stories](#)

Close

Partners**Videos**

frequently update content rather than using HTML format as required by legacy systems, thanks to Oracle Service Cloud's intuitive interface

Why Oracle

Ricoh chose Oracle Service Cloud for its superior performance and reliability—compared to other knowledge management systems.

“Not only would Oracle Service Cloud help us to reduce deployment and maintenance costs, as compared to on-premises solutions, its proven success with Ricoh's overseas group companies also gave us confidence that we could easily roll out the solution in Japan and support future global implementation,” said Tetsuji Sakai, specialist, System Development Section 1, Sales and Service Process Transformation Department, Business Process Transformation, Corporate Division, Ricoh Company, Ltd.

“We selected Oracle Service Cloud for its flexible features and because it enabled us to quickly adopt proven best practices from other leading companies and reduce operating costs,” said Eiji Shinohara, general manager, Sales and Service Process Transformation Department, Business Process Transformation, Corporate Division, Ricoh Company, Ltd.

Implementation Process

With systematic methodology from [Oracle Consulting](#), Ricoh successfully engaged all departments and defined a clear roadmap for the new knowledge-management platform based on Oracle Service Cloud. It took just three-and-a-half months to complete the migration of all disparate FAQ systems to Oracle Service Cloud without customization. This enabled Ricoh to easily expand the integrated knowledge-management platform to other global locations and deliver new services faster.

Resources

- [リコー、国内FAQサイトの統合で顧客対応力を向上、運用コストを40%削減、コンテンツ運用工数を削減](#)
- [More Reference Assets About High Technology](#)

 E-mail this page  Printer View

ORACLE CLOUD

[Learn About Oracle Cloud Computing](#)
[Get a Free Trial](#)
[Learn About DaaS](#)
[Learn About SaaS](#)
[Learn About PaaS](#)
[Learn About IaaS](#)
[Learn About Private Cloud](#)
[Learn About Managed Cloud](#)

JAVA

[Learn About Java](#)
[Download Java for Consumers](#)
[Download Java for Developers](#)
[Java Resources for Developers](#)
[Java Cloud Service](#)
[Java Magazine](#)

CUSTOMERS AND EVENTS

[Explore and Read Customer Stories](#)
[All Oracle Events](#)
[Oracle OpenWorld](#)
[JavaOne](#)

EMAIL SUBSCRIPTIONS

[Subscription Center](#)

COMMUNITIES

[Blogs](#)
[Discussion Forums](#)
[Wikis](#)
[Oracle ACEs](#)
[User Groups](#)
[Social Media Channels](#)

SERVICES AND STORE

[Log In to My Oracle Support](#)
[Training and Certification](#)
[Become a Partner](#)
[Find a Partner Solution](#)
[Purchase from the Oracle Store](#)

CONTACT AND CHAT

US Sales: +1.800.633.0738
[Global Contacts](#)
[Oracle Support](#)
[Partner Support](#)

Integrated Cloud Applications & Platform Services



© Oracle | [Subscribe](#) | [Careers](#) | [Contact Us](#) | [Site Maps](#) | [Legal Notices](#) | [Terms of Use](#) | [Privacy](#) | [Cookie Preferences](#) | [Ad Choices](#) | [Oracle Mobile](#)