



Regional Operations Centre (ROC)

ROC Customer Excellence Centre

Elevating customer experiences through cutting-edge omni-channel solutions

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FAST FACTS

- In operation since 2009/2010
- Originated from Ricoh Managed Services
- Focus area: Contact Centre (Level 1), Helpdesk (Level 2), Dispatch Services (Level 3)

Key Stats

- **99.99%** Service uptime
- **>80%** Remote support resolution
- **<1 min** average response speed
- Up to **10x faster** average response time than market competitor
- **>90%** Box CSAT of "Satisfied" and "Very Satisfied"
- **Prestigious Gold Award for Best Contact Centre – Inbound Category 2023**
- Industry Excellence Awards from Contact Centre Association of Malaysia (CCAM)

Service Highlights

- Cutting-edge technology integration
- Omni contact channels
- High-capacity handling
- Expert workforce
- Agent and bot collaborative assistance
- Multilingual support
- Industry best practices and certifications

Setting the Bar for Excellence

One of the key offerings of Ricoh's Regional Operations Centre (ROC) is the Customer Excellence Centre (CEC), a dynamic hub that redefines customer support and engagement. Our centre is empowered by cutting-edge cloud technology, ensuring seamless mobility, high availability, and system redundancy across various contact channels. With a remarkable capacity to handle over 25,000 customer interactions per month, we are dedicated to delivering top-tier service reliability, maintaining an impressive 99.99% uptime.

Our team, consisting of multilingual specialists and certified professionals, is committed to providing holistic customer care, from agent assistance to bot interaction. As industry leaders, we excel in providing highest quality standard of best practices, aligning with ITIL business processes and backed by ISO9001, ISO14001, and ISMS certifications. Collaborative, adaptable, and forward-thinking, the CEC has set the industry customer service assurance benchmark for the customer journey of excellences.

The Hub for Comprehensive Customer Support Offerings

The ROC Customer Excellence Centre (CEC) is a service hub for all customers, allowing them to access the support and technical assistance they need. It can provide comprehensive customer service and support, including onboarding, questions about products or services, technical troubleshooting, and more. Customers can connect with the team of highly-trained specialists via their preferred channel.

With Customer Excellence Centre, customers can be assured of receiving the high quality support and technical assistance that they need to maximise their experience with Ricoh products and services.

“ Respondents who received proactive service reported better customer effort scores compared to those who did not. ”
Gartner, 2022

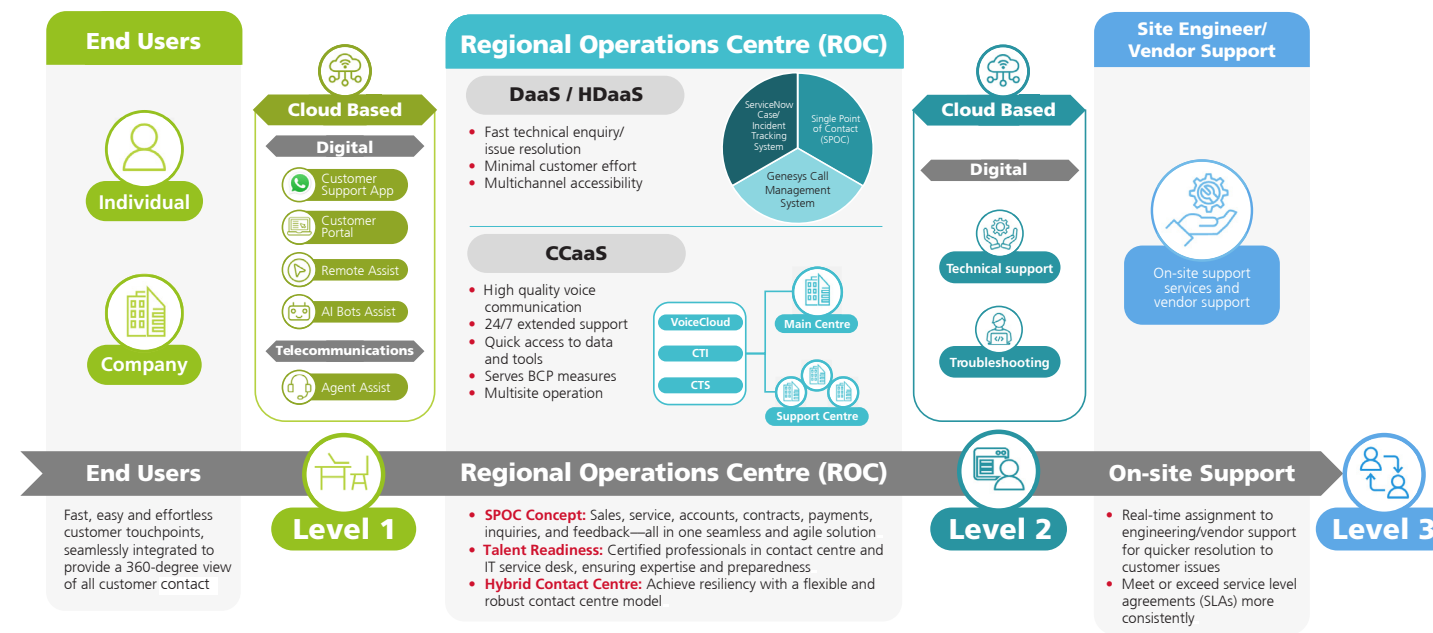
Service List Offerings and Advantages

- Cutting-edge Technology Integration**
Integrates cloud solutions for improved mobility, system redundancy, and high availability, enhancing customer interactions.
- Omni Contact Channels**
Offers multiple communication channels, including calls, emails, text messages, WhatsApp, URL web request, CS App, and Customer Service Portal based on customer preferences.
- High-Capacity Handling**
Designed to handle over 25,000 customer requests interactions per month effectively, ensuring prompt response times.
- Expert Workforce**
Our team of trained and certified customer care specialists, certified help desk professionals, and service job dispatchers ensure customer requests are in good hands.
- High Reliability**
Ensures 99.99% uptime, guaranteeing consistent and dependable customer service.
- Agent and Bot Assistance**
Provides personalised customer interaction at various customer touchpoints, from traditional agent-assisted interactions to automated bot assistance.
- Multilingual Support**
Capable of supporting multiple languages (English, Malay, Mandarin, Cantonese) for verbal and text interactions.
- Industry Standards**
Aligns with ITIL business processes and CoPC training to deliver services according to industry standards.
- ISO Certifications**
Holds ISO9001, ISO14001, and ISMS certifications, demonstrating a commitment to quality management, environmental responsibility, and information security.
- Hybrid Collaboration**
Facilitates collaboration among teams across different sites, contributing to a unified customer experience.

“ Customer care leaders are prioritising self-service and technology to resolve high contact centre volumes and complex calls. ”
McKinsey, 2022

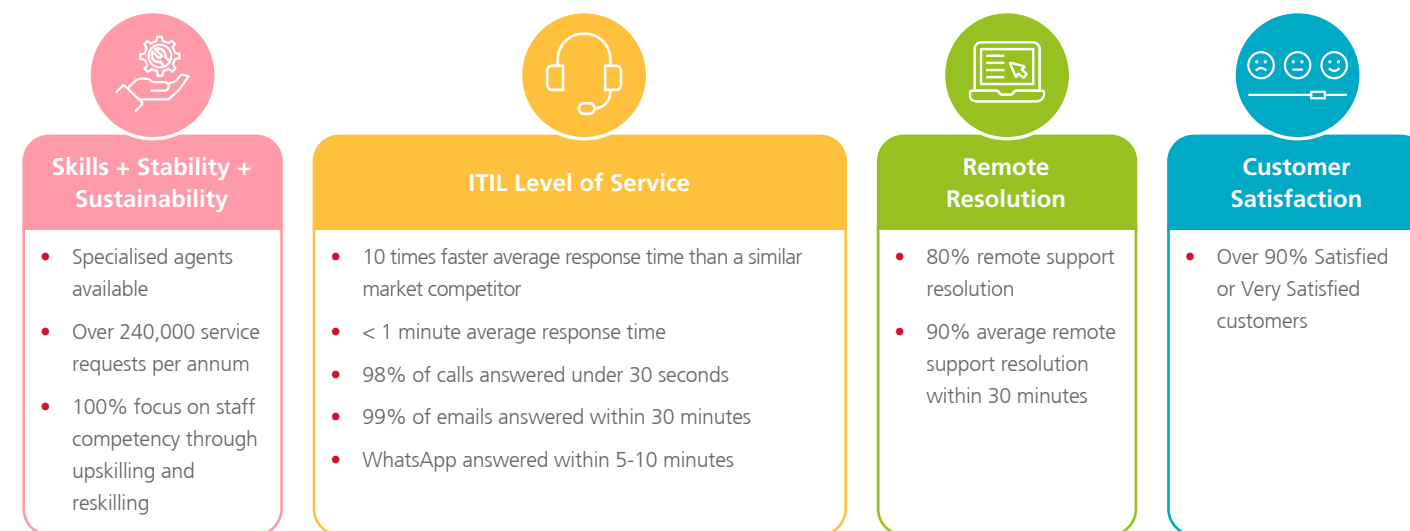
Real-Time IT Support Levels: Level 1, Level 2, and Level 3

To cater to clients' diverse needs, our customer support is organised into three levels—Level 1, Level 2, and Level 3. Each level represents progressively higher expertise and capability to handle complex challenges.



Delivering Exceptional Customer Experiences With a Holistic Approach

The ROC's Customer Excellence Centre raises the bar for customer support. With cutting-edge technology, multiple contact channels, and a skilled workforce, customers receive prompt and efficient assistance. Adhering to industry standards and employing a systematic approach for continuous improvement, the centre ensures a high level of customer satisfaction.



Adaptable SLA Offerings: Matching Your Individual Needs

At Ricoh, we offer flexible Service Level Agreement (SLA) options to meet your unique business needs. Choose our standard SLA or customise one that aligns with your requirements.

Standard SLA

Severity Level	Priority	Target Response Time	Target Resolution Time	Target
1	Critical	30 minutes	4 hours	≥90%
2	High	1 hour	8 hours	≥85%
3	Medium	2 hours	3 days	≥85%
4	Low	4 hours	5 days	≥85%

*The SLA for service requests targets an average 90% support resolution within two days.

Customised SLA

Our customisable solutions are tailored to meet your specific business needs. We offer flexible SLAs that cater to various budgets, giving you a cost-effective option. Our top priority is understanding and addressing your customers' concerns and priorities.

Why Choose Ricoh?

With Ricoh's Regional Operations Centre by your side, you can propel your business forward with a seamless blend of human expertise and advanced automation. Say hello to seamless customer interactions and timely resolution of customer issues. Gain increased operational efficiency, heightened customer loyalty, and a stronger competitive edge in today's interconnected business landscape, for the ultimate brighter future for your business. With ROC, you can:

- Have certified and skilled engineers to manage a wide spectrum of requests
- Operate on a 12x7 basis, with the flexibility to provide 24x7 coverage as needed
- Gain multilingual support, including English, Malay, Mandarin, and Cantonese.

Key Highlights

- **CCAM 2023 Gold Award for Best Contact Centre**
- **99.99%** service uptime
- **98%** of calls answered within **30 seconds**
- **90%** average remote support resolution within **30 minutes**
- **<1 minute** average response time

About Ricoh

Ricoh empowers digital workplaces through innovative partnerships, technologies, and expert services. With 85 years of cultivated knowledge, Ricoh is a leading provider of digital services, process automation, and information management solutions, supporting digital transformation and optimising business performance.

For more information, visit ricoh-ap.com

