

Case Study: Popular Pet Retailer Streamlined Processes and Improved Profits

National retailer reduces costs, accelerates time and drives accuracy via a customized couponing solution through Ricoh Managed Services

About our customer

Founded in 1965, this category-defining health and wellness company focuses on improving the lives of pets, pet parents, and its partners. Always innovating, this large retailer operates more than 1,400 pet care centers across the U.S., Mexico, and Puerto Rico, which offer merchandise, supplies, companion animals, grooming, training and a growing network of on-site veterinary hospitals and mobile veterinary clinics.

We are proud to call this popular retailer our customer and have had an ongoing relationship with them for many years.

“RicoH understands our business needs. They bring forward new ideas and technologies that enable us to save money and then pass those savings along to our customers. Whether it’s their own solution or a third party’s, RicoH’s outside-the-box thinking is what really sets them apart,” Sr. Director Real Estate & Facilities

Challenge

- 6,000+ coupons to be processed weekly
- All manufacturers require a physical copy of coupon for reimbursement
- Security concerns surrounding third-party coupon handling
- Process could take up to three months

This national retailer processes 25,000-30,000 coupons every month across 1,400+ locations. The coupon, when received at the cash register, is as good as cash, making it imperative that processing be as quick and accurate as possible. With coupons valued at up to \$10 each, the extensive time involved with manual coupon processing was creating rebate challenges and tying up revenue.

Before the retailer can be reimbursed, coupons must be shipped to the manufacturer, along with a data sheet that contains each coupon's information. Manufacturers will not accept digital images, so in addition to the scanning required to obtain the data sheet, the physical coupons must also be shipped back for redemption. The retailer's numerous mail centers then box and ship the coupons.

With high-value coupons tying up real revenue dollars, it was imperative that a process be put in place to expedite redemption, meet the manufacturers' requirements of physical documentation, and ensure both efficiency and accuracy.

Solution

- A customized, co-invented Ricoh partnership
- Improved process designed to expedite coupon redemption
- Two dedicated Ricoh employees on-site at retailer's location

Ricoh centralized the processing of the coupons to one Ricoh-managed off-site facility, staffed by our employees. Using high-speed scanning equipment, we can process coupons 4-5 times faster. Physical coupons, shipped from the retailer's 1,400+ locations to the Ricoh location, are then sorted, scanned, and shipped to each manufacturer, along with the required data information on each coupon.

Results

- Centralized processing: all coupons processed at one Ricoh-managed facility
- High-speed scanning to digitize coupons, reducing processing time from months to weeks
- Reduction of in-house staffing and processing equipment
- Ricoh has sorted 50M+ and scanned 2M+ coupons since 2020
- Ricoh has recovered \$12M+ in coupons

This retailer now has a true partner for efficient coupon processing. The transition to Managed Services was also seamless, with zero disruption. The Ricoh solution has made it possible for the retailer to make better use of its resources, reduce operating costs, and better manage cash flow.

Discover additional ways you can deliver information more efficiently with a variety of Ricoh's [managed services and mailroom service offerings](#).