

# Empower your people

Level up your employees' potential through automation and innovation



# What is Connected Commerce

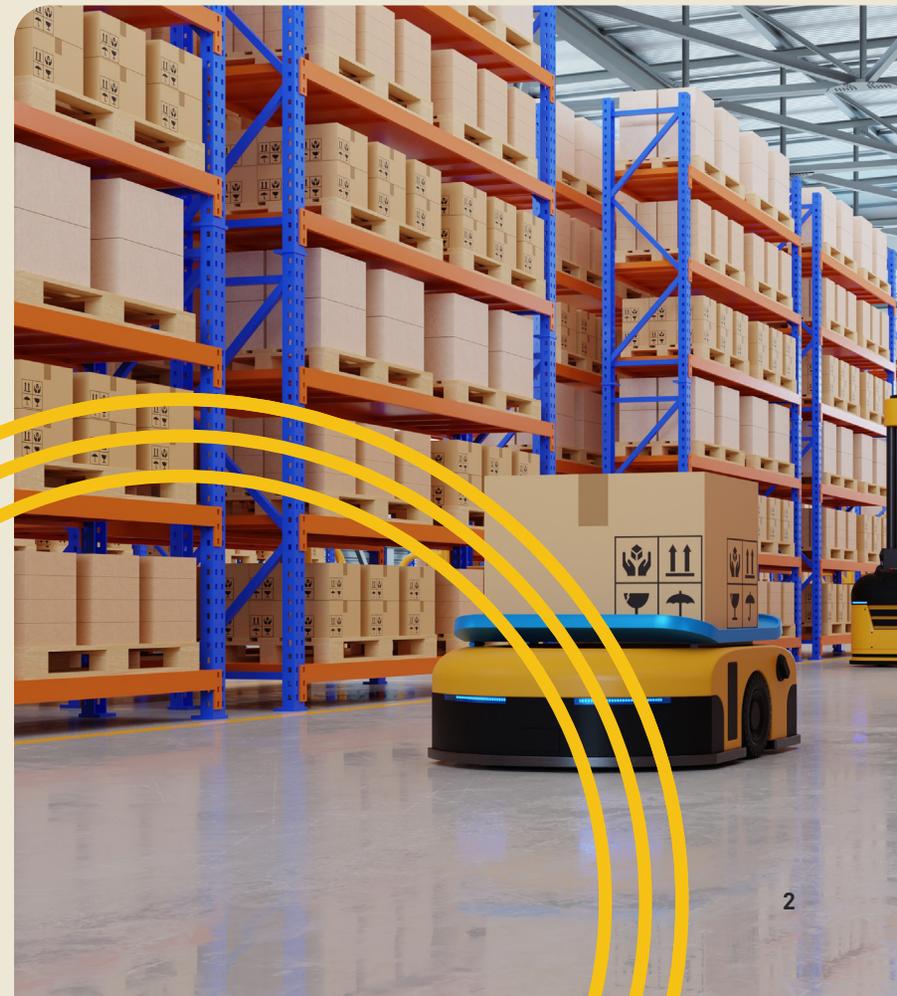
Connected commerce starts with analyzing opportunities to improve, then implementing end-to-end automation and efficient digital workflows. Today, every part of your retail ecosystem — from in-store to warehouse — must always be on, available, and totally in sync.

The competition is fierce, and retailers must deliver a positive, empowering, and engaging experience for both employees and shoppers by:

- Fully integrating tech stacks to capture and connect all critical information
- Eliminating tedious manual workflows to boost employee satisfaction and retention
- Maximizing uptime with expert service and support — when and where it's needed

Offloading labor-intensive work to robots, collaborative robots (cobots), and automated guided vehicles (AGVs) offers workers more rewarding opportunities to serve customers.

Robots and cobots also help reduce “picking errors” when filling customer orders, reducing the workload and costs associated with buy online, return in-store (BORIS). What’s more, these technologies can shorten order processing by 300%, leading to happier customers.<sup>1</sup>



<sup>1</sup> Deloitte, From Great Resignation to Great Reimagination, April 2022

# 6 key elements of connected commerce

We have identified six ways retailers can optimize their business by taking a connected commerce approach. These categories allow you to:

1 Empower your people

2 Optimize your supply chain

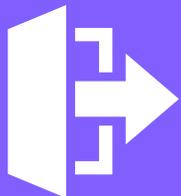
3 Nail your distribution and delivery

4 Streamline in-store operations

5 Convert customers

6 Scale technology with ease

Each category requires various technology, solutions, services, and support to maximize your success within today's competitive retail landscape. Let's take a closer look at empowering your people because without them, who will fuel these six connected commerce elements?



**63%**  
of retail managers say they're planning to leave in the next three to six months.<sup>2</sup>

Retail has the third highest turnover rate of any industry.<sup>3</sup>

<sup>2</sup> Deloitte, From Great Resignation to Great Reimagination, April 2022

<sup>3</sup> Job Openings and Labor Turnover Survey from the US Bureau of Labor Statistics, April 2023

# Empower your people

In a recent study, 82% of retail workers indicated that increased workloads due to turnover within the workplace led to increased stress levels and burnout.<sup>4</sup> Common workplace desires such as flexibility, collaboration, and predictable hours can lead employees to seek other opportunities.

Automation, robotics, and digitization are highly effective, time-saving solutions that can help empower employees by reducing the burden of manual tasks and minimizing errors. Automation and AI should be viewed as innovative tools to support and empower management and employees.

For example, a leading footwear retailer's HR team spent 80% of their time managing new hire paperwork. Integrating automation optimized the onboarding processes helping team members speed up workflows, eliminate tedious manual steps, decrease errors, and reduce onboarding time from 10 days to three days.

AI works with humans to boost productivity, streamline procedures, and free up time and resources, allowing employees to focus on more strategic and complex duties, as well as attend to consumers or support other team members, depending on their function. Retailers, manufacturers, and employees may unleash fresh opportunities for growth and productivity by embracing these technologies.

“Happy employees ensure happy customers. And happy customers ensure happy shareholders — in that order.”

— Simon Sinek



# Drive employee engagement through automation

Improving operations requires faster availability and/or delivery of information and enhanced processes. Automated systems that are agile can adapt to shifting customer demands and expectations and assist team members in all they do.

Picture this: a shopper enters the store with questions about a new low-carb cereal that's all the rage on social media. Does your store carry it? If your associates are unsure that you offer this item, they may be puzzled, and searching for answers can be time-consuming and slightly embarrassing.

Automated inventory tools with real-time image processing can help employees answer customer requests quickly and efficiently. Automation and analytics can increase profitability and allow workers to focus on new and exciting ways to elevate and enhance the overall customer experience.

Speaking of inventory, considering a [cloud inventory management system](#)? Cloud inventory management offers many potential benefits, including more accurate buying, business intelligence (BI) analysis to identify profit opportunities, and reduced inventory write-offs.



**67%**

**of associates fear their customers have better access to product info than they do.<sup>5</sup>**



<sup>5</sup> Zebra, 15th Annual Global Shopper Study, The World has Changed – Have Retailers?, October 2022

# Automate repetitive tasks

Opportunities to implement automation are everywhere in your organization. As an example, research from the McKinsey Global Institute concludes that up to 40% of finance functions can be automated. Automating repetitive tasks offers team members across multiple functional areas like finance, human resources, IT, procurement, and legal 20% - 30% more time.

## Automating manual tasks helps:



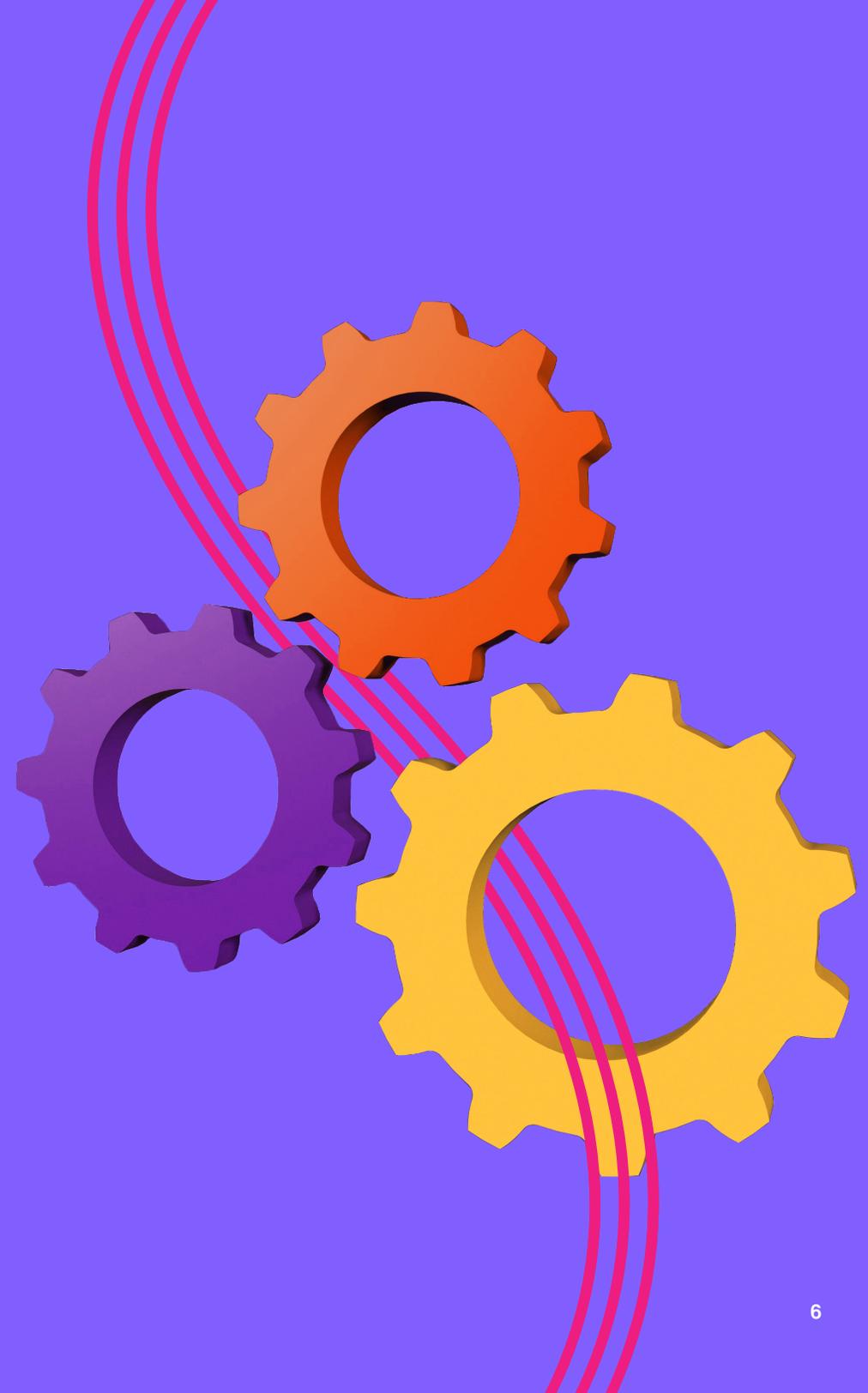
Improve productivity, reduce costs, and drive compliance by automating workflows across billing, invoicing, and mail processing



Capture critical insights enabling employees to make quicker, data-driven decisions



Encourage collaboration, improve interactions, and inspire engagement with technology solutions for more productive meetings



# Empower your people through innovative services, solutions, and support

Ricoh can help you create more human-centric experiences using information. So why not empower your people with innovative tech and flexible, choice-based workspace solutions designed to simplify or remove repetitive and mundane tasks while increasing efficiencies? Explore some of our offerings and discover how you can automate tasks, drive employee engagement, and enhance the overall team member experience.

## **Intelligent Delivery lets you convert physical inbound communication with managed services for anywhere, anytime digital delivery.**

Today's workforce works everywhere — from home offices and airport lounges to shop floors and breakrooms. Why not make sure they get their mail delivered directly to their inbox?

### **Create more flexible work options for employees:**

- Send mail directly to an inbox to enable remote work for traditionally paper-intensive roles and departments such as accounting and finance.

### **Drive greater productivity and collaboration:**

- Reduce the time spent manually searching for and sorting paper-based mail with structured and easily searchable digital formats.

### **Make mail searchable and archivable:**

- Easily search and manage archives by defining and controlling document retention periods.



**Meeting space solutions let your team members connect and collaborate from any location as if they're in the same room — whether it's meetings between in-office and at-home employees or store managers and associates in your corporate office — everyone can work together effectively.**

It is estimated that there are 55 million meetings held during a 5-day workweek. That's at least 11 million per day and over 1 billion per year.<sup>6</sup> With that many meetings, workers deserve meeting space solutions that encourage collaboration, improve interactions, and inspire engagement.

**Keep employees emotionally connected:**

- Intelligent video technology adjusts the camera to pan, tilt, and zoom to frame everybody in the room and automatically adjusts as new people enter.
- Cameras allow remote participants to see the whole room and individual participants simultaneously.
- Integrated AV technology and hybrid room designs allow for video formats that maximize content size for remote participants and provide a life-size view of remote participants for in-person attendees.

**Manage meeting etiquette:**

- Advanced audio technology removes unwanted background noise even while someone is speaking.
- Smart microphones zero in on active speakers and auto-level loud and quiet talkers.
- Voice-activated cameras follow the conversation naturally and focus on active speakers to avoid interruptions between participants.



<sup>6</sup> Zippia, 28+ Incredible Meeting Statistics, 2023

# Information Governance and eDiscovery in Retail and Manufacturing

**Empower your people to find crucial information early, control expenses, and reduce risk.**

Successful retailers and manufacturers understand the value associated with good data. As your business grows, so does the volume of data.

**Good data governance helps:**

- Increase efficiency
- Elevate decision-making
- Enable insights
- Data security empowers teams

**Take a proactive approach to data governance, risk management, and compliance efforts.**

When faced with data challenges, consult with a team of trusted experts that can guide you step-by-step through the eDiscovery and file analysis process. Deep expertise combined with secure and effective solutions helps deliver valuable results that reduce data volume and provide efficient access to the most relevant documents.

**Further reading:**

- Discover how [business process services](#) helped this global footwear retailer increase efficiency and reduce costs by \$5.1 million annually.
- Explore [communication and collaboration solutions and services](#).

# Next Steps

Today's retail and manufacturing is digital — and Ricoh is here to help. We enable you to uncover opportunities for innovation and efficiency.

Capture, connect, and secure your information with:

- Hardware and software solutions that address every aspect of enterprise information flow
- Integrated services that connect solutions into intelligent automated systems
- 5,000+ people on the ground that operate, manage, and service solutions

## Ricoh, a trusted partner within the retail and manufacturing industries

At Ricoh, we're empowering our customers to respond to our changing world with actionable insights. We believe having access to the right information translates to better business agility, more human experiences, and the ability to thrive in today's age of hybrid and borderless work. Through our people, experience, and solutions, we create competitive advantage every day for over 1.4 million businesses around the globe. To us, there's no such thing as too much information.

### Partner with Ricoh

Partner with Ricoh and tap into our 85+ years of experience as a global innovation leader in technology and business solutions. [Contact us today.](#)

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