

# Customer Story: Robotics technology company



## Robotics firm teams up with Ricoh to elevate service and support

This award-winning, global technology company specializes in automation and robotic solutions that deploy safe, reliable and versatile Autonomous Mobile Robots (AMRs) for a variety of industries such as retail, manufacturing and logistics, to name a few.

**“One of the key enablers for us to provide world-class service and support to our customers is Ricoh ... Over the last nine months, the number of cases escalating back to our company has dropped 50%.”**

— Vice President, Support and Services



Level 1 incidents  
now average under  
10 minutes



Level 2 incidents now  
average less than  
an hour



Direct escalation to  
client down from  
20% to 10%

## Challenge

- Elevate 24/7 remote support capabilities
- Costly, time-consuming service at customer locations
- Need for efficient, responsive remote diagnostics and on-site service and support

As a small company, our client prioritized product development to create advanced autonomous robotics technology. Customer satisfaction was also crucial, so they provided 24/7 remote diagnostics and support through their cloud software, along with on-site service when needed.

While remote support was available, no strict service levels existed. On-site services often require diverting an engineer from core tasks to assist customers. Hiring local technicians was considered but finding those familiar with the company was uncertain. As their business grew, our client needed a proven technology service provider to ensure exceptional customer service.

## Solution

- Leveraged established RICOH Service Advantage offering
- Implemented a propriety solution for 24/7 remote support
- Conducted training for call center and field service staff

The growing tech company decided to build a service infrastructure and sought a partner that could work within its existing CRM system. They chose Ricoh and our Service Advantage offering to secure the necessary structure, expertise and scalability needed. Ricoh coordinated with the client to offer 24/7 support for its global customers, leveraging cloud robotics software for remote issue resolution.

The program was first implemented in the U.S. as a proof of concept, providing Level 1 and Level 2 remote services, with escalation to local Ricoh technicians for on-site support. Ricoh's service desk and field staff received extensive training. After a successful U.S. implementation, the company is now expanding the service to six European countries and has potential plans for Asia.

## Results

- Level 1 incidents average under 10 minutes
- Level 2 incidents average less than an hour
- 24/7 service and support without infrastructure investment

With Ricoh managing service and support, Level 1 incidents are resolved in under 10 minutes, and Level 2 issues in less than an hour. Ricoh's proactive remote handling often prevents customer downtime. Escalations dropped from 20% to 10% in nine months, with Ricoh meeting or exceeding four-hour SLA resolutions. The client benefits from 24-hour support, avoiding the cost of building an in-house service infrastructure. As they expand their portfolio with larger robots, they trust Ricoh to deliver seamless service and support for their growing, mission-critical customer base.

Discover how [RICOH Service Advantage](#) can provide comprehensive service and support for your robotics and automation organization.