



Ricoh UK, sustainability through innovation.

Document and IT solutions provider achieves gains in efficiency, productivity, and costs with eSign services supporting HR and sales initiatives.

RICOH
imagine. change.

"Adobe provides us with an innovative, new option for e-signing to reach customers by removing physical barriers that might inhibit business."

Ray Young, business development director, Ricoh UK



SOLUTION

Adobe Document Cloud
• eSign services (formerly Adobe EchoSign)

RESULTS



REMOVES BARRIERS

Accelerated turnaround time for sales contracts, shaving five days off the process



PAPERLESS INNOVATION

Improved commitment to sustainability by reducing fuel and paper consumption associated with printed documents



DRAMATIC IMPROVEMENTS

Reduced annual costs of paper, printing, and postage, while increasing productivity in HR and sales



ACCOUNTABILITY

Secure electronic workflow supports faster and more accurate data collection, streamlining onboarding process for new employees

Ricoh UK

Established in 1980

Employees: 3,100

Northampton, United Kingdom

www.ricoh.co.uk

CHALLENGES

- Sustain strong client relationships through innovative electronic documents
- Improve sustainability with reduced consumption and paperless environments
- Onboard employees quickly and painlessly by reducing paperwork

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Ray Young, business development director, Ricoh UK

Innovative business solution leader

As a total document and IT solutions provider, Ricoh offers a range of services—from converged communications services to data management and information sharing—tailored to streamline costs, enhance business processes, or increase staff productivity. Once known primarily for its printers and copiers, Ricoh now promotes paperless innovations that have earned the company awards as one of the world’s most sustainable corporations. By implementing eSign services in Adobe Document Cloud to handle paperwork for sales, recruiting, and onboarding, Ricoh UK supports sustainability initiatives while improving service.

Removing barriers for business

Ricoh sales representatives place a high priority on creating and sustaining strong client relationships, typically meeting and closing deals in person. With busy schedules and clients across the United Kingdom, in-person meetings were less convenient for many customers. Ricoh created new ways to maintain the personal touch with its clients. “Adobe provides us with an innovative, new option for e-signing to reach customers by removing physical barriers that might inhibit business,” Ray Young, business development director at Ricoh UK.

Currently, sales representatives complete nearly 600 contracts per month using eSign services in the United Kingdom. Contracts are generated through Ricoh’s Siebel CRM platform and processed through Adobe Document Cloud. With the convenience of e-signatures and automated routing capabilities in eSign services, Ricoh can trim about five days off of the contract turnaround time.

“Sustainability is a major principle for Ricoh, and by eliminating the need to travel to the customer with contracts, we’ve reduced fuel and paper consumption,” says Young. “Our customers appreciate that we continue to deliver on our green initiatives. In fact, Ricoh has been named as one of the ‘Global 100 Most Sustainable Corporations in the World’ for nine years running at the World Economic Forum in Davos.”

By implementing eSign services in Adobe Document Cloud, Ricoh enhances its reputation for best-in-class customer service with process efficiency improvements internally and within customer organizations through e-signatures. For example, one client that normally struggled to track contracts throughout its own internal approval process, found that contracts processed through eSign services were easy to route and complete, eliminating the task of hunting down signatures and weeks of delays.

“With better productivity and high accountability for our sales and HR processes, eSign services in Adobe Document Cloud help us better serve our customers and our employees.”

Michael Bishop, head of the shared services center, Ricoh UK

SOLUTION AT A GLANCE

- Adobe Document Cloud
- eSign services

High accountability

With the success of eSign services in sales, Michael Bishop, head of the shared services center at Ricoh UK tested the solution on another sizeable project for HR. Multiple mergers had left the company without a single, consistent employee contract. The company used eSign services to expedite the process for thousands of existing employees to sign a new employment contract. “eSign services sped up an arduous process, enabling employees to sign and complete contracts as quickly as possible,” said Bishop. “It became clear that e-signatures are a quick-fire way to complete a labor-intensive process.” Since the initial project, use of eSign services at Ricoh has expanded to support many other applications, from new employee onboarding to training.

“eSign services are now the standard for our employment contracts,” says Bishop. Consisting of 64 pieces of paper and requiring 10 independent signatures for approval, the paper-based new employee onboarding contracts were problematic for both new employees and administrative staff. Using eSign services, the shared services center turned all of the pages into electronic documents. “We normally process about 500 new employee contracts annually,” says Bishop. “Using eSign services in Adobe Document Cloud, we process contracts in a fraction of the time, saving at least £9,000 annually in paper, printing, postage, and administrative time alone.”

Using the eSign services API, the shared services center team can use mail merge to create and send up to a dozen contracts at a time, improving productivity and saving administrators at least four hours per week. The completed contract is automatically directed back into the employee’s electronic file, completely eliminating the need to scan, print, or forward documents.

In addition to accelerating the completion time, using eSign services also improves accountability of information by making data collection more accurate. Previously, employees may have returned signed documents without including essential information, such as bank details, which delayed employment finalization. With eSign services in Adobe Document Cloud, Ricoh can set required fields so that employees cannot sign until they enter the necessary information.

“Contracts are comprehensive, covering a wide variety of information for payroll, car allowances, identity, and citizenship verification. A new employee can complete all of the paperwork in 15 minutes now that we use eSign services,” says Bishop. “The workflow makes it easier on both new employees and our HR team, and shows our commitment to innovation and service.”

Bishop continues, “Any hesitation about using e-signatures is gone when they learn that eSign services is an Adobe solution. Customers and employees alike have the confidence in eSign services to be a secure and reliable solution. With better productivity and high accountability for our sales and HR processes, eSign services in Adobe Document Cloud help us better serve our customers and our employees.”

