

Maintaining High Customer Satisfaction at Ricoh with TeamViewer Augmented Reality Remote Support



RICOH imagine. change.

With the aim of transforming into a digital service company and taking full advantage of our 431 service stations and 4,600 service engineers across Japan, RICOH has continued to expand its service organizations.

When supporting conventional equipment such as copiers, printers, and multifunction printers, RICOH must ensure the current level of high customer satisfaction is maintained. Meanwhile, due to aging service engineer staff, the retirement of experienced engineers, and the new mindset of young engineers, they were facing a shortage of skilled labor.

Therefore, a new company policy was introduced to promote the optimization of customer services through the use of new IT technologies. After researching new technologies and carrying out various studies, RICOH made the decision to support their service engineers with a practical measure by introducing the TeamViewer augmented reality (AR) support solution.

Challenge

Engineers that are sent to clients must have a high level of expertise to provide services on site. However, as service engineers have different qualifications, and logistical support is required in certain cases, it is important to create an efficient support system.

Solution

Cameras are used to transmit on-site conditions to the office so that site information can be shared with their staff and expert engineers. In addition, by using TeamViewer augmented reality technology to provide precise instructions based on real-time video calls, more accurate and higher quality services can be provided.



Digital Full Color Multifunction Printer

” **While investigating different technologies, I came across the TeamViewer AR product, which is very easy to deploy.**

**RICOH Japan Corporation
Marketing Division, CX Center Remote Support
Promotion Room, Director: Shinmyozu, Hiroshi**

Easy-to-Deploy Augmented Reality Solution

With 5G attracting more and more attention and enabling high-speed communication with low latency, and considering our company's strategy to optimize business performance by using new IT technologies, Hiroshi Shinmyozu searched for a solution by talking to different vendors and visiting trade fairs, and finally found AR (augmented reality).

Initially, Shinmyozu had the idea of configuring advanced AR by using CAD data from existing products and virtually merging them with products in the field. However, he also realized that this would require a lot of preparation. As no resources were readily available, using an easy-to-implement TeamViewer product seemed reasonable.

TeamViewer's solution makes it possible to view the equipment at the service location when needed and issue instructions via AR from the office. By placing a marker on the screen, the location in question can be tracked even if the camera direction is changed. This allows users to share more precise instructions. The engineers on site, together with the many supporting engineers behind the scenes, can provide precise responses in real time.

At that time, RICOH also started using smart glasses to make AR more user-friendly. A small number of smart glasses were introduced in November 2020, and a large number have been in use since May 2021, with positive results.



Smart Glasses

New Procedures Introduced to Support Camera Use in Customers' Offices

The introduction of TeamViewer was much easier than expected – the only issue was the use of cameras. To provide services, engineers have to enter areas in clients' offices that are normally off-limits. The camera functionality in smartphones used by service engineers is therefore disabled for information security reasons. However, because they were using augmented reality, the cameras needed to be enabled.

Fortunately, the introduction of AR was encouraged from the top down, and the process on the RICOH side went smoothly, with a new set of strict rules. In order to get clients' consent, they had to prepare specific documents and set rules for the use of cameras and smart glasses on site.

” Servicing times have been cut by two hours per case.

RICOH Japan Corporation
S&S Division, Technical Center, Software
Technical Support Department,
CS Technical Support Group: Suzuno, Fumiharu

Optimizing Services with Remote Technology

RICOH also implemented TeamViewer in technical product support. By remotely checking and operating customers' computers, they also managed to reduce response times considerably. In many cases, questions regarding settings and operations cannot be resolved by telephone calls alone. However, since TeamViewer enables them to remotely operate customers' computers, problems can often be dealt with immediately. Issues that previously required a visit from their service engineers can now be solved quickly through remote connections.

As a result, times for servicing have been reduced by up to five hours in remote areas, and by an average of two hours nationwide. In urban areas, visits usually don't require much time, but there are many remote areas where visits take more than a few hours.

As RICOH is developing business all over the country, promoting remote activities is the key to optimizing services. For both on-site visits and call center services, using AR and remote technology will be a major benefit.

TeamViewer Free Trial

See firsthand how TeamViewer remote access and remote control work with a free 14-day trial.

[Request Free Trial](#)



About TeamViewer

As a leading global technology company, TeamViewer offers a secure remote connectivity platform to access, control, manage, monitor, and support any device – across platforms – from anywhere. With more than 600,000 customers, TeamViewer is free for private, non-commercial use and has been installed on more than 2.5 billion devices. TeamViewer continuously innovates in the fields of Remote Connectivity, Augmented Reality, Internet of Things, and Digital Customer Engagement, enabling companies from all industries to digitally transform their business-critical processes through seamless connectivity.

Founded in 2005, and headquartered in Göppingen, Germany, TeamViewer is a publicly held company with approximately 1,400 global employees. TeamViewer AG (TMV) is listed at Frankfurt Stock Exchange and belongs to the MDAX.

About RICOH Japan

In addition to selling RICOH's multifunction devices and printers, they also use the power of digital technology to address customer management and business issues, including support and services, and system integration. RICOH has branch offices in all Japan's prefectures and 4,600 customer engineers at 431 service stations.

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