



CASE STUDY:

Cillion improves customer experiences with agile, highly responsive support services

# CILLION

Make information flow

By deploying Ricoh RemoteConnect Support, IT services provider Cillion can resolve issues twice as quickly and deliver greater value to customers—all at reduced operational cost.

## COMPANY PROFILE

Part of the Office Management group and a long-term Ricoh business partner, Cillion specialises in smart digital workflow solutions, and in the deployment, management, and support of Ricoh and Nashuatec multifunction devices (MFDs). Founded in 1993, Office Management provides meeting room, document management, and IT services to more than 8,000 companies in Norway, Sweden, and Finland.

## CHALLENGE

Customers expect first-class support to keep their printers, scanners and other devices online and in peak condition at all times. However, trying to diagnose and resolve issues over the phone was often a drawn-out, frustrating experience for customers and support operators alike—with no guarantee of success. How could Cillion deliver faster, more effective support, and increase customer satisfaction?

"We pride ourselves on our quality of service, and we always strive to deliver greater value. Along with resolving problems sooner to minimise the impact of device errors on customers' operations, we wanted to improve our own cost-efficiency."

Rune Hansen, Service Manager at Cillion



## OBJECTIVES

Cillion knows the importance of high-quality, responsive support services for building long-term customer relationships and inspiring repeat business. Every week, the company receives many requests for assistance from customers struggling to set up devices, update drivers, and develop integrated workflows.

Previously, customers would call Cillion and describe their issues, before a support operator talked them through the right actions to get devices back up and running. In some cases, Cillion could easily diagnose the error and provide a quick-fix. But for more complex problems, this approach had major drawbacks.

Rune Hansen, Service Manager at Cillion, explains: "Identifying and resolving faults over the phone was sometimes very tricky. Customers lacked specialist knowledge, so would often struggle to understand and explain the nature of the fault to us. Sometimes, we would consult the display panel on our own Ricoh MFDs to try to decipher their issues, and to formulate a solution."

Inevitably, these calls were time-consuming and frustrating for both support team and customer, while every minute of MFD downtime increased the risk of Cillion failing to meet service level agreements (SLAs). If support teams could find no solution during calls, Cillion would dispatch field technicians, increasing time, travel and operational costs as teams covered long distances to customer sites.

Rune Hansen continues: "We pride ourselves on our quality of service, and we always strive to deliver greater value. As our current approach was having a negative impact on the customer experience, we looked for a way to deliver more effective support. Along with resolving problems sooner to minimise the impact of device errors on customers' operations, we wanted to improve our own cost-efficiency."



## SOLUTION

Cillion turned to its partner Ricoh and chose to pilot Ricoh RemoteConnect Support. Whenever the company receives a request for assistance, the solution would enable support operators to connect to customer devices to check settings, identify issues, configure additional tools and, ultimately, resolve situations remotely.

Amine Assiahi, Customer Support Operator at Cillion, explains: "Rather than relying on our customers to describe issues and interpret confusing error codes, Ricoh RemoteConnect Support effectively allows us to stand in front of their MFD and take control of the Smart Operations Panel. We can switch between user and service modes, drill down to diagnose complex problems, and make the right adjustments quickly and efficiently."

Following the successful trial, Cillion adopted Ricoh RemoteConnect Support as its standard offering. When customers purchase devices, Cillion simply adds Ricoh RemoteConnect during the initial setup process.

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With Ricoh RemoteConnect Support, we can activate the customer's Ricoh Smart Integration licence, download and install the software, and provide in-depth remote training, including demonstrations on how to create agile document management workflows.

*Amine Assiahi, Customer Support Operator at Cillion*

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Ricoh RemoteConnect Support has had a very positive impact on the quality of service we offer our customers, helping them to maximise return on their investment in Ricoh MFDs. After many successful years working with Ricoh, we are now excited about the next phase of our partnership.

Rune Hansen, Service Manager at Cillion



## SOLUTION (Continued)

Amine Assiahi adds: “Deploying Ricoh RemoteConnect Support is really quick and easy. We just activate the software while preparing the MFD; there is no extra work or hassle for our customers.”

In addition, Cillion uses Ricoh RemoteConnect Support to install Ricoh Smart Integration on customer devices, enabling them to develop sophisticated document management workflows.

Using the Ricoh integration platform, customers can connect their MFD to cloud-based tools such as OneDrive, Google Drive, and Box, and use OCR scanning to convert paper to digital documents for easy access via Microsoft Office 365 applications.

## BENEFITS

With Ricoh RemoteConnect Support, Cillion is delivering faster, more responsive support services. Cillion support operators now have full configuration and diagnostic access to customer devices, eliminating the risk of misunderstandings and frustrating phone conversations to identify errors. In most cases, Cillion resolves issues remotely and brings customer devices back online rapidly, greatly increasing customer satisfaction.

For example, Cillion recently received a call from a hotel group whose MFD would not print. Using Ricoh RemoteConnect Support, Cillion identified a software error and returned the device to service without delay or expense. Similarly, for a leading law firm Cillion used Ricoh RemoteConnect Support to install Ricoh Smart Integration, enabling OCR scanning to deliver critical legal documents direct to secure Microsoft OneDrive storage—again, remotely and with no complex phone walk-through.

## BENEFITS (Continued)

Amine Assiahi explains: “Using our previous support model, we would talk the customer through every step of the process to set up OCR scanning, the workflow process, and the connection to the Microsoft services. With Ricoh RemoteConnect Support, we complete the full set up in just 15 minutes, more than twice as quickly as before, helping to ensure customers are very happy with our service.”

When there are stringent SLAs in place with a customer, Ricoh RemoteConnect Support enables Cillion to meet those targets and keep MFDs online as much as possible. In addition, by adopting the remote support model Cillion has reduced the number of technician visits made to customer locations across Norway, cutting travel, time, expense, and delays—and improving cost-efficiency.

Rune Hansen adds: “One of the biggest advantages of Ricoh RemoteConnect Support is the potential to add Ricoh Smart Integration. That transforms our support operation from simply troubleshooting problems to a more proactive service that delivers greater value to customers. For one organisation, we have remotely installed the integration platform at 37 locations across Norway through Ricoh RemoteConnect Support.”

He concludes: “Rico RemoteConnect Support has had a very positive impact on the quality of service we offer our customers, helping them to maximise return on their investment in Ricoh MFDs, while we benefit from streamlined, time-efficient processes. After many successful years working with Ricoh, we are now excited about the next phase of our partnership.”

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## ABOUT RICOH

Ricoh is empowering digital workplaces using innovative technologies and services, thus enabling individuals to work smarter. With cultivated knowledge and organizational capabilities nurtured over its 85-years history, Ricoh is a leading provider of document management solutions, IT services, communications services, commercial and industrial printing, digital cameras, and industrial systems.

Headquartered in Tokyo, Ricoh Group has major operations throughout the world and its products and services now reach customers in approximately 200 countries and regions. In the financial year ended March 2021, Ricoh Group had worldwide sales of 1,682 billion yen (approx. 15.1 billion USD).

For further information, please visit [www.ricoh-europe.com](http://www.ricoh-europe.com)

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