

Case Study

University of Leeds
Business Transformation
Higher Education

University of Leeds and Ricoh partnership ignites transformation to cost efficiency and customer service excellence



When the University of Leeds brought in Ricoh to replace its existing digital print equipment it was the start of a 'journey of transformation' that would see a radical

change to delivering high-quality, cost-effective and efficient printing services for students and staff.

Executive summary

Name: University of Leeds
Location: Leeds, Yorkshire
Size: Approx. 8,000 staff & 38,000 students
Activity: Higher education

Challenges

- Improve cost, quality and efficiency of services
- Reduce outsourcing of print
- Aging, underperforming print equipment

Solution

- Ricoh Production Printing Solutions
 - Ricoh presses with 5th colour digital print technology
 - Digital workflow software, Web-to-print and MIS
 - Lean Management consultancy
 - Workplace, training and development services

Benefits

- Transforms print unit into efficient, quality, revenue-making operation
- Significant cost saving by reducing volume of outsourced print jobs
- More productive, enjoyable and streamlined work environment
- Modernises and improves the student and customer experience
- Produces high-quality and striking 5th colour print materials
- Establishes platform and partnership for future development

Challenges

The University of Leeds in Yorkshire, North East England is a Russell Group and top 20 UK university. It offers a broad subject curriculum to around 38,000 students. One of the important support services it offers to students and staff is print and document production via the Print and Copy Bureau.

Lisa Mitchell, Business Manager of the unit, says, "The Print and Copy Bureau is an integral part of the university. We are there right at the beginning of a student's academic life from open day through to graduation. We also produce student marketing and administration material. We are involved in most events that happen daily on campus since most events need print. So, at some point along the way the Bureau will have a hand in anything and everything that's happening at the university."

But the Bureau faced several challenges that meant it needed to change. Existing print equipment was old, and quality and efficiency were suffering. A lot of work was being outsourced and it was increasingly difficult to match digital and litho print jobs. The university is under constant financial pressure, so services like print must be cost effective and more efficient. Increasing revenue is about attracting more students, so print material, but especially marketing, needs to be high quality.

The existing print equipment contract – which had been with the same supplier for over 15 years - was up for renewal so it was a good time to review the technology. Strict procurement rules meant the university looked at a broad range of different print technology suppliers including Ricoh.

Mitchell says, "Right from the start of the tender process it was clear that Ricoh offered something different. It wanted a partnership with the university, and it wanted to fully understand and discover what we needed and in some cases what we didn't know we needed. From my perspective that

was very important. We weren't offered that service from any other supplier."

It was a visit to Ricoh's Customer Experience Centre in Telford that cemented the university's decision to partner with Ricoh.

Mitchell says, "Ricoh invited us to its Customer Experience Centre where the personnel took time to listen to what we wanted. A lot of our problems were about paper stock consistency and colour quality across digital and litho. The team at the Centre went the extra mile to demonstrate Ricoh technology and how it could handle litho stock. That was a major step forward for the university."

Solution

Although the university had started with simply replacing its existing production print equipment, the partnership with Ricoh began what Mitchell describes as a "journey of transformation" that would see the university change radically, its whole approach to print services.

At the core of the Ricoh partnership with the university is colour and mono Ricoh digital print technology with associated software solutions. In addition, Ricoh has provided a range of business development and print room services, and Lean Management consultancy.

The university has replaced its existing production print equipment with four Ricoh production presses (two mono and two colour), two Ricoh Multifunction Products and a Duplo Booklet Maker. One of the key features of the Ricoh technology is the 5th colour capability which enables advanced print techniques such as white ink, clear varnish and neon colours. This investment aims to give the print room a commercial advantage and drive revenues up by increasing the creative capability of the whole service.

Before installing the new equipment, Ricoh worked with the university to rethink the Bureau layout. Ricoh workspace specialists, along with print experts redesigned the operation to create a more streamlined and efficient working environment.

Ricoh print experts also held several consultations and workshops for print room staff, designers and marketeers about how to use Ricoh technology to best effect, particularly the advanced 5th colour capability. Bureau leadership recognised that the new and unusual 5th colour technology would be critical to delivering return on investment as well as providing new and innovative products to customers. Therefore, it was important that those who would work with, sell and consume 5th colour techniques gained the best training.

Additional analysis of Bureau operations by the university and Ricoh showed operational processes and workflows could be improved further. Ricoh helped select a new

continued overleaf



Case Study University of Leeds

management information system and eCommerce-Web-to-print software which is now being deployed.

Ricoh has even helped the university source skilled staff. It had been struggling to find a print room manager. Recruitment agencies did not have anyone with the right credentials. The university asked Ricoh for help and it found someone who is now a full-time employee.

Benefits

The transformation of the university's Print and Copy Bureau is already starting to deliver results and, as change continues, is expected to deliver many more.

Mitchell says, "The transformation for both students and staff at the University of Leeds will be huge. We are about to offer 24/7 access to Print and Copy Bureau services and more transparent pricing through our new software systems. We're also seeing major changes for Bureau staff with fewer processes to follow. That's giving them more time to offer better and higher customer service. So altogether, the whole process and journey that Ricoh has inspired will bring about a massive transformation for both the university and the services we offer."

The Print and Copy Bureau occupies a large space on the ground floor of one of the main campus buildings. It has a store front where students and staff can access print, copy and document production services. There is also a production print space, a finishing room, packing and storerooms and management offices. Just a month after opening the store front, the Bureau had handled over 500 orders.

William Allchorn, a PHD student and regular Print and Copy Bureau user, says, "I use the print and copy facility at Leeds for professional jobs like my PHD thesis. I'm also involved in clubs at the university, so I use it for flyers and had some good advice on how to get them printed. It's a real asset and I know that I can rely on the service. I've had very good experiences and an expert approach to any queries I have."

The university is starting to realise significant cost savings achieved through reducing the amount of work that is outsourced. Ricoh's 5th colour capability alone allows the university to target over £150,000 that it used to spend on white ink work per year. The new management information system is providing greater insight into print resources and

makes it easier to balance in-house or outsourced print work.

As well as improving services for customers, the Bureau will be able to manage workflows and workloads more efficiently. This will free up time and resources to increase work outside the university which will bring in more revenue.

The quality and 5th colour capability of the digital print technology is also having an impact on Bureau product quality. The university recently appointed its first female Chancellor, Professor Dame Jane Francis. For the inauguration event, the Bureau produced high-quality and striking materials, like black card menus with white text, which received praise from the university's strategic team for 'innovation'.

The next phase on the university's transformation journey will see the print room improve student, staff and customer experience by using the eCommerce-Web-to-print application to reduce the need to visit the Bureau and queue up for jobs. Integrating the Web-to-print application with MIS will improve transparency by providing instant pricing instead of needing to raise job tickets and estimates. The Bureau is looking at complementing this with smart lockers across the university campus, increasing efficiency and bringing print and copy services closer to where students and staff work.

Allchorn, says, "I think one of the key benefits of Web-to-print is enabling you to focus on your studies. If you're busy with other commitments like lectures or an assignment, you don't have to worry about wasting time. You can simply order and collect whatever printing that you need done."

Ricoh Solution/Products

- Ricoh production print solutions
 - Pro C7100x, Pro 8200, Pro C5200
 - Booklet and finishing equipment
 - Web-to-print and MIS software
- Ricoh Business services
 - Lean Management consultancy
 - Workplace design & rationalisation
 - Print, media & 5th colour training
 - HR fulfilment

"The transformation for both students and staff at the University of Leeds will be huge. We are about to offer 24/7 access to Print and Copy Bureau services and more transparent pricing through our new software systems. We're also seeing major changes for Bureau staff with fewer processes to follow. That's giving them more time to offer better and higher customer service. So altogether, the whole process and journey that Ricoh has inspired will bring about a massive transformation for both the university and the services we offer."

Lisa Mitchell, Business Manager, Print & Copy Bureau, University of Leeds



RICOH
imagine. change.

www.ricoh.co.uk