

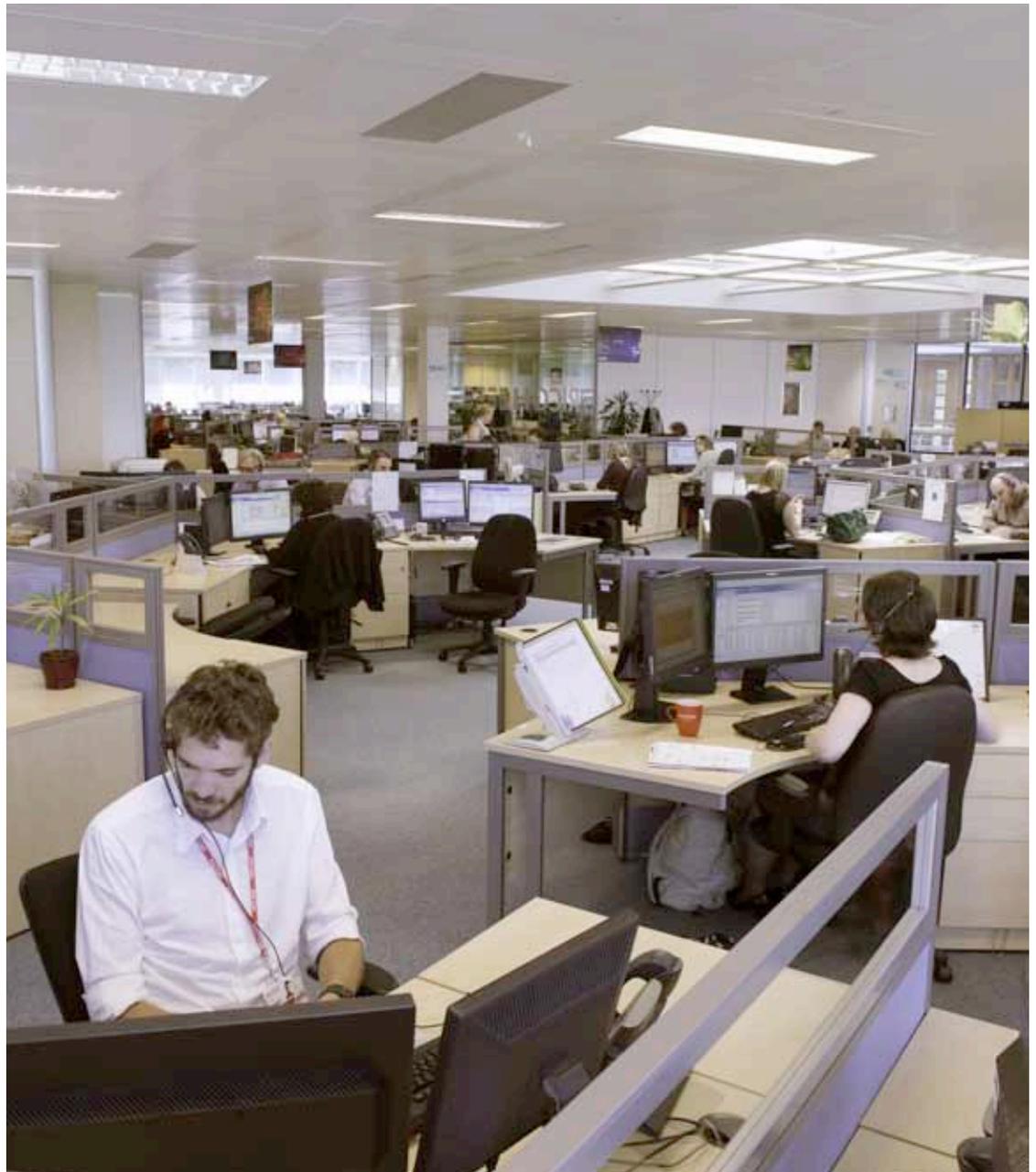


Customer Satisfaction

The customer drives our approach to value creation

Customer satisfaction is at the core of everything we do, beginning with the acquisition of a deep understanding of what the customer needs. Beyond simply listening to their feedback, we strive to perceive feelings and expectations that customers may not be able to articulate. We then propose solutions based on the customer's perspective.

Our aim is to offer RICOH Quality that delights our customers. This commitment is embedded in the corporate values that all Ricoh Group employees are expected to uphold so that they will act with full awareness that ensuring quality and customer satisfaction is their most important mission.



The call center at Ricoh UK Ltd.

Initiatives for customer satisfaction

The goal of RICOH Quality is to “consistently delight and inspire our customers” by strengthening basic quality — such as safety and reliability — based on continuous communication with customers. This lets us imbue our products and services with the values that exceed customer expectations.

In pursuit of product safety and reliability

Building in safety from the design and development stage is crucial to ensuring that customers can use our products and services with confidence. The Ricoh Group regularly reviews product safety standards, strictly adhering to them and continually upgrading quality. This procedure is formulated in our Basic Policy for Product Safety Activities and our Action Policy for Product Safety Activities.

In 2009, we improved our structures for product compliance with laws, regulations and official standards on an international level. We introduced controls using target management tables for the product design and development stage. Since meeting each country’s regulatory requirements is mandatory, the database for compliance check sheets is constantly updated with the latest data on national and international rules.

In addition, we continue to step up Ricoh’s own (and more rigorous) standards to ensure safety for children, elderly people and other vulnerable members of society.

As new technologies and businesses for which product safety standards do not yet exist require a framework to identify possible risks, Ricoh is expanding its Product Safety Risk Assessment program. This is an effective means of confirming the safety of products in new business areas and in existing products to which new technologies or mechanisms have been added. Through this combination of standards, we are doing our utmost to ensure the safety of every new product we bring to market. ▶ P87

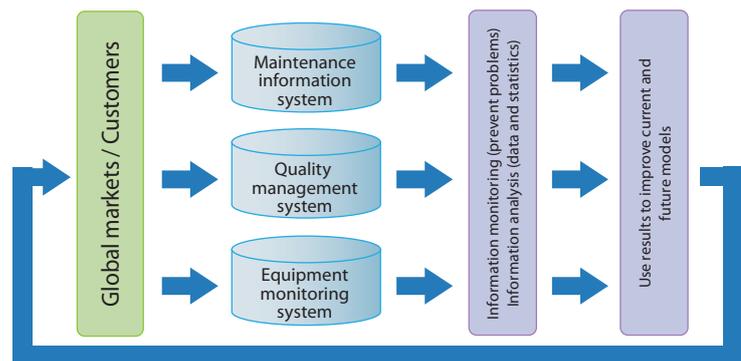


Quality assurance data

The Ricoh Group employs three market information databases related to product quality.

The Maintenance Service Information system contains historical information on machine failures confirmed by customer engineers, along with the maintenance services we provided. The quality management system links data obtained in Japan on product quality issues to data from our other markets around the world. If a quality-related problem occurs, the Design and Manufacturing Department discusses what action to take based on information in this database, and provides prompt feedback to those involved. Finally, the Device Monitoring system allows us to obtain statistics on how customers use our equipment on a daily basis through @Remote, our global remote device management service.

The Ricoh Group uses these systems in an integrated way to obtain market information from multiple aspects. Based on this data, we can immediately identify and address problems, and take action to prevent similar problems from occurring in the future.



@Remote™ for worry-free equipment use

Ricoh’s @Remote technology is an Internet-based management system for monitoring customer device data. The @Remote service automatically collects and uploads meter readings daily from MFPs and printers, keeping track of their usage status, maintenance records and machine conditions. This enables us to provide essential services (like replenishing supplies and dispatching maintenance personnel) promptly, without the customer having to contact us.

We offer @Remote globally, so that customers can use their equipment with confidence at all times. ▶ WEB

Advantages of @Remote

- Prevents equipment failure
- Quick action cuts downtime
- Useful equipment management tool
- Information obtained can be used in consultations

Quality management system

Ricoh Group sales companies around the world improve quality based on our quality management system and the ISO9001 standard. Most of our production sites and sales companies have earned ISO9001 certification in our drive to enhance the

quality of everything we do, from manufacturing through sales to customer service.

Our service personnel in Japan take part in skills competitions and certification exams, while overseas we have instituted a variety of similar programs to raise service standards.

Turning customer feedback into products and services

In our continual pursuit of RICOH Quality, we reflect feedback from customers and rapidly respond to their changing needs. This allows us to provide customers around the world with value that is unique to Ricoh. We also look ahead to anticipate what new values customers will require in the future, and engage in customer-centric improvement initiatives.

CRM databases enable us to propose solutions suited to the customer's business

In the approximately 200 countries and areas where we operate, Ricoh Group sales and support establish close ties to the local market while maintaining a consistent global strategy.

Sales companies in each country within our four major business regions — Japan, the Americas, Europe and Asia, Oceania and China — have direct contact with customers, operate and oversee customer relationship management (CRM) databases and track customer data such as equipment information and maintenance histories.

Customers look to us for solutions tailored to their specific needs or industry sector, using their CRM databases to seek a higher level of customer support. Apart from national CRM databases, the Ricoh Group has centrally and globally managed information on customers around the world that covers not only sales and equipment information but also histories of special orders and customizations.

Customer satisfaction surveys

The Ricoh Group periodically conducts customer satisfaction surveys worldwide to gauge how successful we are at achieving RICOH Quality. We also send out unique new product and service satisfaction surveys. Feedback is applied to service improvement programs. ➤ [P87](#)

Making full use of customer comments

We listen closely to customer comments and have programs in place to apply this vital input to the development of our products and services.

Our marketing staff tracks customer needs

and feeds this information back to development personnel, who use it for R&D and improvements. Sales and product development staff also share data and observations whenever we launch a new product or develop a new market.

Serious quality issues are dealt with according to Ricoh's Major Quality Problem Response Rules, which dictates the immediate involvement of our risk management staff.

Gathering customer voices

Call Centers

Call Centers in more than 60 locations worldwide respond attentively and in a manner appropriate to regional conditions, channeling customer input to those working to improve products, sales and service.

Customer Centers

Sales companies in each country give us direct contact with customers, but the Ricoh Group also has independent Customer Centers that customers can contact directly. Customer requests, complaints and claims are fed back to relevant departments within our organization.

Technology Centers and Printing Innovation Centers

The Ricoh Group has Technology Centers in seven countries and Printing Innovation Centers in 10 countries around the world.

These on-the-ground facilities are extremely useful in picking up customer needs that can lead to the creation of new technology.

Case study: creating new customer value through our initiative

The Ricoh Group aims to understand our customers, meet their requests, devise solutions, and ultimately delight those who use our products and services.

USP & QUIRON Hospital Group: Improving patient care with an Electronic Health Record system



"It was a major project. Failure wasn't an option. Ricoh accompanied us at all times, driving the project forward and responding to our needs with impressive speed and commitment. Patients are the prime beneficiary. Armed with accurate and timely information, our medics are able to provide more effective treatment."

- Chief Information Officer,
USP & QUIRON Hospital
Group

"It was a professional relationship conducted in a common language."

- Medical Director,
USP & QUIRON Hospital
Group

With a network of 24 hospitals, 38 consultation centers and 10,000 medical professionals treating over four million patients annually, USP & QUIRON Hospital Group is one of the largest private operators of hospitals in Spain.

Previously, the group generated over 20 million paper-based medical records every year. This legacy system, however, compromised patient care and required significant administrative resource to maintain. Patient records were fragmented, there was little standardization of forms, and it took time to retrieve critical information and share it with relevant departments.

Referencing its document management expertise and knowledge of the healthcare sector, Ricoh España S.L.U. migrated the group to an Electronic Health Record (EHR) system with automated workflows and electronic forms.

The EHR system provides end-to-end management of patient records. Now, medical records are scanned at the point of admission and uploaded to the EHR when a patient attends a group hospital for the first time. New information, such as pathology notes generated while the patient is in the hospital's care, is appended using electronic forms (eForms).

This has transformed administration at USP Hospitales. Key workers can now access complete electronic records on demand. Information is shared instantly, enabling clinicians to make better informed decisions in less time. Billing cycles are shorter as well, with administrative staff able to quickly access insurance records.

To safeguard patient confidentiality, the electronic records are encrypted. Floor space that had been used to store paper-based records has been liberated and the hospital group is enjoying a 20% reduction in document related costs.

The EHR system has dramatically improved productivity and is allowing clinicians to focus more time on patient care. ▶ [WEB](#)

