



## CASE STUDY:

# Mobile market leader Togocom dials up Ricoh to optimise printing and ensure stellar customer service



With Ricoh multi-function devices, powerful document management tools, and responsive services, Togocom enhances its ability to manage key workflows and makes life easier for its IT teams.

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## COMPANY & CHALLENGE

Togocom is the market leader in fixed and mobile telephony in the Togolese Republic in Africa. Serving more than four million mobile subscribers, the company is majority owned by AXIAN, a service provider across telecoms, real estate, energy, innovation and financial services in 32 countries.

While Togocom is on the road to digitalisation and electronic document management, printing continues to play a very important role in the business. In many cases, customers expect to receive physical documents when they are signing up for a new mobile contract, and paper remains important for internal processes also.

With a variety of printers, photocopiers and scanners deployed across its headquarters, central administration office and 40 branch locations, Togocom faced significant challenges in ensuring reliability and efficiency. Users had to navigate a confusing mix of device interfaces, and whenever problems emerged the central IT team would identify the right device vendor and check the support status, adding to the time and effort involved in resolving problems. Significant time, effort and money were also spent contacting suppliers to source the correct consumables for each device, and there was limited information available on print costs and usage.



Beyond these internal challenges, there was a more serious issue: the potential for negative impact on customer satisfaction. If a device in a branch broke down and there was a delay in fixing it, customers might be kept waiting for vital documentation or contracts.

## SOLUTION

Togocom decided to standardise on a single print service provider and technologies from a single vendor. “Having spoken to possible suppliers, we chose to work with Ricoh business partner CFAO Technology and Energy to deploy Ricoh devices,” says Mensah Attiso. “With an external provider, what really counts is the after-sales service. We felt confident that CFAO T&E would offer the best service over the life of the contract.”

Ricoh and CFAO T&E proposed a fully managed print service over a four-year contract, including Ricoh multi-function devices (MFDs) and re-supply of consumables. The agreed service levels are two hours for renewing consumables, and four hours for resolving maintenance issues.

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There was significant pressure on the IT team to resolve low-level issues around printing, copying and scanning, so that Togocom could avoid keeping customers waiting. We asked ourselves; how could we enhance our print capabilities and reduce the complexity of our support model to ensure faster, more effective troubleshooting and stronger customer service?

*Mensah Attiso, IT Director, Togocom*

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“With the solution from Ricoh and CFAO T&E, we are already seeing clear improvements in our flexibility and efficiency.”



CFAO T&E has deployed Ricoh devices in Togocom’s headquarters and central administration office, and is now continuing the rollout to the 40 branches. When these initial deployments are complete, Togocom will have 14 colour and 95 black-and-white MFDs offering print, copy and scan functions, plus a further 30 single-function printers, for a total of 139 fully managed devices.

“CFAO T&E’s recommendation of Ricoh devices was a great call,” says Mensah Attisso. “This is the first time that we’ve deployed Ricoh technology in our IT estate, and we’re completely satisfied. The performance and availability of the devices has been impressive, and our employees are happy with the functionality and quality of output. And with devices from a single vendor, users don’t need to learn several different interfaces.”

In addition, CFAO T&E deployed RICOH Streamline NX software to manage Togocom’s print estate. The software simplifies document and device management tasks, including enabling secure, compliant scanning workflows, while providing detailed reporting on usage.

## BENEFITS

The combined MFDs, software, and support solution from Ricoh and CFAO T&E gives Togocom robust, reliable, high-performance printing, copying and scanning capabilities. Thanks to the new Ricoh multi-function devices, backed by agile, responsive services from CFAO T&E, Togocom employees can handle paperwork rapidly and efficiently, contributing to improved customer service and satisfaction levels.

“With the solution from Ricoh and CFAO T&E, we are already seeing clear improvements in our flexibility and efficiency,” says Mensah Attisso. “In the past, issues with consumables impacted our ability to respond dynamically to customers – the new solution has resolved those issues, keeping us well stocked at all times.”

Monthly reports from RICOH Streamline NX give a detailed breakdown of the usage of all devices by location and employee, including the specifics of each document. “As we now have all the information at our fingertips in centralised reports, we have much better visibility and control over printing,” says Mensah Attisso.

“We didn’t know our print volumes before, or what documents were being printed. With the Ricoh solution, we can see all the details, including the title and the theme of each document, so we can remedy inefficiencies and make sure our investment in printing is delivering the expected value.”

In addition to saving considerable time and effort in sourcing and purchasing consumables, the solution has freed up the Togocom IT team from responding to support calls from users. “When a user reports an issue, we can simply open a ticket with CFAO T&E and then they immediately intervene,” says Mensah Attisso. “This single point of contact and the standardisation on Ricoh technology helps us to keep working productively while freeing up the IT team to focus on value-add activities. We’re really happy with the Ricoh devices and the services from CFAO T&E.”



## ABOUT RICOH

Ricoh is empowering digital workplaces using innovative technologies and services, thus enabling individuals to work smarter. With cultivated knowledge and organisational 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).

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