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Martyn Vendy
Ricoh

OVERVIEW

Ricoh is a trusted technology leader, with an impressive track record for innovative sustainable business solutions. Although Ricoh was originally known for supplying photocopiers and faxes, the company is an industry market force; supplying multifunctional devices, application services, communication services. Ricoh’s range of products and technical solutions includes IT infrastructure, Cloud IT support, hardware/software (onsite and offsite) as well as production/commercial print. What sets Ricoh apart is the number of services it provides. The company ethos ensures its sales are all about what the client wants, not what it wants to sell. That customer approach is a contributory factor in the accolade of being the market leader with 24% of the market share.

PROBLEM

Ricoh has over 2600 employees in UK, including 1,200 field based employees, covering the whole of UK. Often working alone, in remote areas, the company needs to be able to maintain two-way contact with them, and also needs to be able to communicate with office based staff. Ricoh needed a solution that ensures it knows how to keep in touch, and for recipients to confirm receipt of messages.

SOLUTION

The Everbridge Platform provides Ricoh with a state-of-the-art multi modal critical communication solution. Although it has only been implemented recently, its potential to revolutionise the way Ricoh communicates with its staff and stakeholders has been recognised.

TELL US WHY YOU CHOSE EVERBRIDGE

The main driver for seeking an alternative solution was that outgoing messages were being sent by SMS and recipients were replying through a mailbox, but the system was inefficient. We initially engaged with Vocal to look at how its solutions fitted with our operational model. I knew of Everbridge from previous employment, and prior to the Vocal acquisition by Everbridge we looked at both platforms independently. Everbridge's simple one-page notification system and ability to escalate notifications from one place, made it very attractive to us. The simple to use interface, and potential to use the platform in a variety of areas of our business also contributed to our decision.

HAVE YOU USED THE PLATFORM FOR AN EMERGENCY NOTIFICATION?

No we haven't used the platform yet in an emergency, but we have used it for other notifications where a wide reach on multiple contact paths was necessary. It is early days and we're driving awareness to a lot of people at the moment. We have completed an animation video to encourage staff to sign up to the member portal. To date we haven't had any emergency incidents to demonstrate the platform's capabilities but we did test and responses were very promising. It raised issues (our end) about contact details not being up to date and we are challenging that.

HAS THERE BEEN ANY OBJECTION?

No, everyone is on board. The recent awareness drive has brought more people to the member portal to sign up. More are keen to sign up, which is positive. We are telling people how it works via our internal comms.

HOW DID YOU FIND THE IMPLEMENTATION PROCESS?

It went really well. We used an accelerated timeline, as we'd already served notice on our existing provision, so we had to work through implementation quickly. The team working

with us on uploading data from our HR were very helpful, and we found the training resources very helpful.

NOW THE PLATFORM IS UP AND RUNNING DO YOU SEE OPPORTUNITIES TO USE IT FROM A BUSINESS PERSPECTIVE FOR WIDER USE?

Our HR team are on board for being able to use it to get notifications out about payroll etc. We are working with our marketing team, developing templates to encourage use of the system via email as an alternative to, or working alongside, the internal comms team. Our ITS team in Runcorn is using the platform regularly, it has customers on the system to keep up to date with any planned maintenance, downtime or other incidences so we can work closely with them.

FEEDBACK FROM CLIENTS?

The platform drives better customer engagement and keeps everyone up to date. It is an effective tool to get information out to a wider audience, very quickly. We don't have any stats for time saving but as we go down the route for certification for ISO22301 we envisage Everbridge helping us to contact people en masse, without the need to pick up phone.

TOP THREE THINGS THAT STAND OUT TO YOU?

- + The simple, easy to use learning portal as an interface for us to learn the system has freed up my time. I can identify specific modules depending on people's roles. Really simple way to get the training out there.
- + There is scope to do a lot of personalisation. Messages can come from different people e.g. HR, and although it comes from the same address it can be templated to appear as if it comes from specific groups.
- + Familiarity - if recipients become too familiar they are more likely to ignore messages, but we can make it stand out in the inbox etc.

About Everbridge

Everbridge is a leading unified critical communications platform trusted by corporations and communities of all sizes that need to reach the right people for immediate action, collaboration, and decision-making. Connecting millions of people and internet-connected devices, the company provides reassurance that secure, compliant messages are delivered, locally and globally, received and responded to, no matter the recipient's location. Everbridge is based in Boston, Los Angeles, San Francisco, Beijing and London.

For a full product description, along with best practices and product details please see the Everbridge User Guide and Everbridge University.