

Case Study

PerfectHome
Retail
Collaboration management

PerfectHome transform document management productivity and efficiency



PerfectHome is a UK household goods retailer offering quality, affordable household goods via personal finance agreements. One part of its critical business processes is being able to store and retrieve customer information documents. But following a recent expansion programme

the legacy document management system was no longer fit for purpose. By working with its long-term partner, Ricoh IT Services, PerfectHome implemented a new system that increased store productivity, improved efficiency and helped deliver a better customer experience.

Executive summary

Name: PerfectHome
Location: Birmingham
Size: 670 staff
Activity: Retail

Challenges

- Support a UK-wide retail store network
- Legacy document management system outdated and not fit for purpose

Solution

- Ricoh collaboration management: workflow, storage and collaboration application and services
- Cloud-based document management system
- Ricoh services: project management & deployment, professional services, support desk

Benefits

- Transforms the speed and efficiency of managing customer purchasing information
- Improves productivity of in-store and back-office staff
- Helps in-store staff deliver a better customer experience
- Meets latest compliancy regulations
- Document processing time reduced from weeks to days
- Cuts document retrieval time from 30mins to under 2mins

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Challenges

PerfectHome is a household goods retailer offering quality products and choice to customers through weekly, fortnightly or monthly payment options. PerfectHome's network has grown to 70 stores, which means the management of customer information is a matter of critical importance.

Because each new customer needs several separate items for identity purposes, PerfectHome has to manage 100,000s of documents each year. As the store number increased the existing document management system became outgrown, so a new solution was required. PerfectHome engaged with its long-standing partner, Ricoh IT Services (ITS), to review the existing workflow processes and compliance requirements. Ricoh was also asked to consider how the solution could be easily expanded to accommodate future store growth.

Solution

Ricoh has developed a cloud-based document management solution comprising new workflow processes and cloud-based storage and collaboration applications. The document management system uses multifunction devices in each store to scan documents through NSi Autostore Workflow Software before uploading to Microsoft SharePoint. In order to provide maximum flexibility and security both applications are delivered from the cloud using compute power in RackSpace and Microsoft Azure.

When a customer comes into a store to make a purchase the contract, along with the necessary proof of identity and payment means, is scanned and electronically filed. Optical Character Recognition technology means that scanned documents are fully searchable. Anyone across the

organisation, with the appropriate rights, can then access the documents, from any device.

Ricoh ITS provided full project management, store and head office deployment and professional services, as well as handling service desk support.

Benefits

Ricoh has helped PerfectHome transform the way it handles one of its most important business operations - managing customer information. The Ricoh document management solution improves productivity, efficiency and flexibility, and offers scalability for future store growth. It also provides an additional resource for managing regulatory compliance.

Martin Cross, IT Manager at PerfectHome, says, "The Ricoh document management solution is vital to PerfectHome's business operations now and in the future. Customer documents are core to what we do and now we can scan, manage and collaborate on them quickly and more efficiently. Now staff can stay with the customer and access the information they need from any PC in less than two minutes."

Head office finance and administration functions have also been simplified and improved. PerfectHome handles around 80,000 legal contracts a year. Improving back-office systems like this means that PerfectHome is better able to meet its customer service target of product delivery in five days.

The cloud-based solution removes any reliance on the in-house IT Team so less hardware and associated resources, such as space and power, are needed.

Having access to professional data centre resources increases resilience. Scalability is improved further because increasing storage capacity is available, almost instantly.




Ricoh Solution/Products

- Microsoft SharePoint (Collaboration)
- Microsoft Azure (Cloud platform)
- NSi AutoStore (Document management)
- RackSpace (Cloud hosting)
- Multifunction scanning devices



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