

Case Study

Business Process Outsourcing improves delivery of public service



A successful regional rail operator outsourced management of concessionary travel cards to Ricoh. Ricoh processes more than 80,000 applications a year for the company, interacting directly with its customers, validating data and issuing personalised travel cards. Ricoh's service cut waiting time by 50%, enhancing customer satisfaction.

Public Rail Service

A successful and well regarded public company, Ferrocarrils de la Generalitat de Catalunya (FGC) runs passenger and freight rail services in the Catalonia region of Spain. Around 80 million passenger journeys are made each year across the company's extensive network of metro, commuter and tourist rail lines.

Pensioners can apply for concessionary travel cards which provide access to free or discounted rail services. Applications made in person at the customer service desk took time to process, delaying the issue of travel cards and causing queues to form. Keen to improve customer satisfaction, FGC investigated alternative solutions.

Outsourced Solution

Ricoh proposed an outsourced solution. Providing a managed service on FGC's behalf, Ricoh would establish a dedicated concessions kiosk to handle concessionary travel card applications. Ricoh would staff the kiosk and, using automated document processing technology, validate and fulfil applications.

Adopting Ricoh's solution enabled FGC to provide a tailored service for pensioners. Pensioner's applications are processed more quickly and with greater sensitivity to the needs of the applicants and, with concessionary travel cards applications handled at a dedicated service desk, queues at the customer services desk have subsided.

Customer Objectives

- Transform service provision
- Improve customer satisfaction
- Enhance customer experience
- Reduce customer waiting time
- Track and report key metrics

Ricoh's Solution

- Managed outsourced service
- Dedicated concessions desk
- Automated validation process
- Detailed reporting
- Guaranteed service levels

Outsourcing process improves satisfaction

“We were happy to outsource the entire business process to Ricoh. Ricoh developed a bespoke solution which met our needs and those of our customers more effectively. The service provided by Ricoh has improved process efficiency and is driving increased levels of customer satisfaction.”

Director of Customer Services, Ferrocarrils de la Generalitat de Catalunya

Managed Service

Many blue chip organisations outsource their non-core document processes to Ricoh, gaining business advantage from the professional end-to-end delivery of services. Ricoh tailors services to need. Consulting with the management team at FGC helped Ricoh develop a bespoke solution to the company's specific business needs.

Pensioners applying for concessionary travel cards visit a dedicated service kiosk managed by Ricoh personnel. Sensitive to the needs of retired applicants, the brightly lit kiosk displays information pertinent to the application process. The service has relieved pressure at the customer service desk.

To speed the application process and improve accuracy, information is captured electronically. Ricoh validates the concessionary travel card applications on FGC's behalf, printing credit card sized concession cards complete with RFID identification tags, which it mails to applicants' home addresses.

Better Value for Money

Ricoh processes more than 80,000 travel card applications a year for FGC. Automated processing has improved efficiency. The average time taken to make an application has reduced from more than an hour at peak times to just 20 minutes. Applicants receive personalised concession cards within ten working days.

Outsourcing the business process to Ricoh enabled FGC to improve the speed and effectiveness of the concessionary travel cards application process without the need to commit additional headcount or make further investment. The service provides a template for a range of complementary services.

Ricoh's Business Process Outsourcing service provides better value for public expenditure and, meeting FGC's primary objective, has helped drive improved customer satisfaction. In surveys, customers provide positive feedback on the speed, friendliness and efficiency of the service provided.

“Ricoh's Business Process Outsourcing service is perfectly aligned to the 'Smart Cities' concept for the delivery of public services”

Manuel Alinque, Director of Business Process Outsourcing, Ricoh Spain



Service Improvements

- Dedicated service desk
- Enhanced customer environment
- 50% reduction in waiting time
- Cards delivered sooner
- Shorter queues at ticket desk

Business Advantages

- Improved customer satisfaction
- Faster, more effective process
- Detailed reporting and analysis
- No additional headcount
- No upfront investment

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