



RICOH
imagine. change.

How **Ricoh** created a
more engaged workforce.



Achievers

Case study



Business challenge

Founded in 1936 and headquartered in Tokyo, the Ricoh Group is a global operation with around 100,000 staff. Key to Ricoh's success lies in high quality technology, exceptional customer service and a genuine commitment to sustainability. Ricoh consistently features among the Global 100 Most Sustainable Corporations, the Top 100 Global Innovators and one of the World's Most Ethical Companies.

Ricoh imagines what the future could bring, and embraces change driven by imaginative thinking. As a truly global technology provider, Ricoh believes in improving work life through creativity, collaboration, and seamless technology to empower digital workplaces.

Ricoh had undergone significant leadership and cultural change and was looking for a new path for everyone at the company to embed the right behaviours within the business and transition away from an entitlement-led culture to one that promotes recognition, joy and "surprise and delight".

Achievers employee engagement platform™

Ricoh wanted to have a user-friendly solution with low admin overhead that decreases the emphasis on reward equaling recognition and with a clear focus on reducing the overall reward spend. The Achievers solution made perfect sense as they wanted to create a simple, fun, and meaningful way for employees to simply recognise the good work being done every day.

The Achievers employee recognition solution stood out thanks to its end-to-end approach, superior mobile applications, and ability to integrate with the company's existing workplace applications including Workday. In addition, Ricoh was also impressed with the emphasis that Achievers placed on the intrinsic benefits of social recognition and the familiarity of a news feed interface for users.

In April 2019, Ricoh launched 'Red-e' for all its employees across Australia. The key goal of the program was to enable a recognition driven culture along with using employee engagement analytics to inform future business decision making. The feedback from the employees has been great, they feel the new platform user experience is superior compared to what they were using previously.

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Business impact

The 'Red-e' program has been successfully embraced by employees, creating new ways for the company and its workforce to be productive, recognised and engaged. Employees love the social aspects of the platform such as "likes" and adding their own photos and videos to recognition moments.

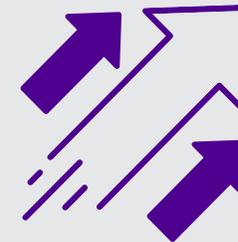
Ricoh has seen overall engagement across the organisation improve since switching to Achievers, and the "bigger and better" recognition tools have played an important part in the company's overall employee experience strategy.

The collaboration has further integrated 'recognition' into the development story at Ricoh helping their employees and leaders become better at what they do.

By partnering with Achievers, Ricoh has enabled its employees to feel connected and engaged anytime, anywhere.



member activation rate to date



Uplift in engagement survey score
from 6.7 to 7.3 since launch





Ricoh's business focus is on improving and transforming work life for our customers, so the other side of that coin is we want our employee experience to be great as well. After our employees told us they wanted better processes and tools for recognition we researched the market extensively before landing on Achievers as our new recognition platform. Seamless integration with our core people applications, a friendly user interface, customizable features, and ease of implementation were all factors behind our decision.

Mark Deayton. National Manager People & Purpose, Ricoh Australia

Achievers

Achievers Employee Success Platform delivers proven employee recognition, continuous listening tools and timely coaching tips for organisations to give their people ownership of the employee experience and to drive organisational success.

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