

Benchmarking Community Performance

—
A RICOH CASE STUDY



RICOH

Ricoh USA is an information management and digital services company. As part of a global leader, they create competitive advantages for over 1.4 million businesses, including 84% of the Fortune 500.

With their legacy of innovative technology that has changed the way we work, and their deep expertise in accessing, capturing, and managing information, Ricoh delivers solutions that are harnessing the power of today's changing workforce.

Courtney Zentz

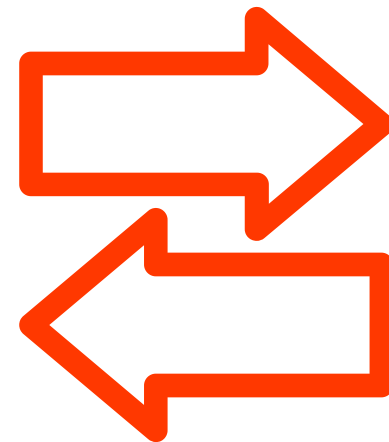
Courtney was the Senior Manager, of the Collaboration & Solution Center at Ricoh USA. In her role, Courtney led a team of enterprise community strategists, responsible for sales support to over 2,500 field sales personnel, and managed the most successful unforced adoption of Jive internally, with ~31% total participation and ~15% total contribution to Ricoh's Jive platform.



RICOH

THE CHALLENGE

The leadership team at Ricoh was leveraging traditional tools like blogging to speak to employees but wanted to move to the next level, allowing for bi-directional communication with employees and additional daily engagement. With the rapid change in workplace technology and tools, Ricoh also wanted to ensure a strategic plan that allowed for continued growth & success of this powerful social platform within the organization.



INCREASE
BI-DIRECTIONAL
COMMUNICATIONS



ENCOURAGE
THE COMMUNITY'S
GROWTH

THE GOALS

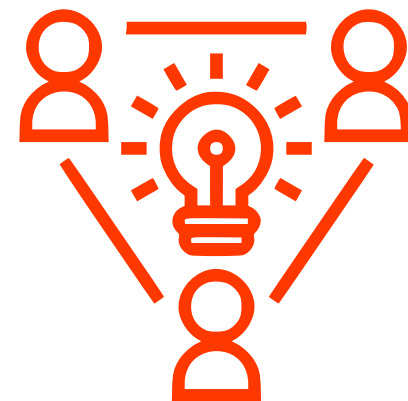
With an already successful implementation of the Jive ecosystem in place, the Community team wanted a research-backed assessment of the current community program with a clear path forward to ensure growth and continued success.

The Ricoh Community team also sought to more thoughtfully engage their leadership team to secure support for further investments in the community program and wanted to build advanced metrics and reporting to ensure the long-term success of the program.

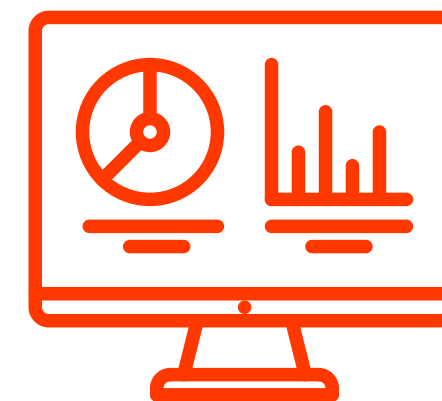
STRATEGIC
ASSESSMENT



LEADERSHIP
ENGAGEMENT



METRICS +
REPORTING

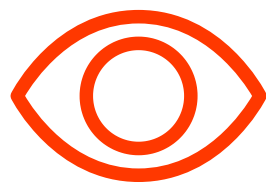


THE OUTCOME

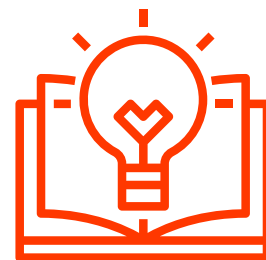
The Community Performance Benchmark of Ricoh's community ecosystem exceeded expectations. The Benchmark clearly defined behaviors and shared values of their social platform and obtained a clear understanding of how to set realistic engagement/usage goals and tracking of behavior patterns for the future.

The Benchmark also attracted C-level visibility to the community efforts across organization, helping to secure additional budget for the community program, and did double duty, also comprehensively educating executives on value of dedicated community management.

INCREASED
VISIBILITY



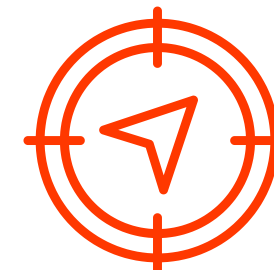
EDUCATED
EXECUTIVES



SECURED
ADDITIONAL
BUDGET



DEFINED
BEHAVIORS +
VALUES

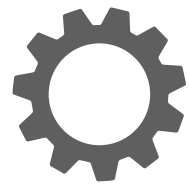


SET
REALISTIC
GOALS



TAKEAWAYS

Don't Reinvent The Wheel



Instead of starting with a blank metrics page, the Ricoh team leveraged out-of-the-box measurement and reporting capabilities already built into the Jive platform. This saved time and money - getting new reporting processes off the ground quickly.

Numbers & Narrative



Use the data collected and behavior changes tracked to build a compelling narrative when reporting out community successes.

While numbers are critical, weaving together a meaningful story of the impact of your community helps the reporting resonate with more people.

Acknowledge Your Success



It's easy to come out of a benchmark or audit focused only on the ways to improve.

Don't forget to acknowledge and celebrate your community's successes. Community work can be non-stop and draining, before you launch into new plans make sure to document the progress you've made and share it out with stakeholders and team members.