

EMPOWERING
DIGITAL
WORKPLACES



RICOH
imagine. change.

Case Study



Ricoh's Enterprise Content Management Solution's resolves outlet monitoring and audit for it's over 200 outlets.

Challenge

As a young player in the 24 hours self-service laundry outlets

Bubblelab Laundry Sdn. Bhd. established in year 2013 has a different vision in how it monitors his expanding outlets nationwide. Holding on to its value of "To Build, to Operate and To Maintain in its ever increasing 24 hours self-service laundry outlets, Bubblelab has not only evolved, but has an aim to achieve 'Effectiveness' in managing its every growing outlets nationwide which spans a 20:80 ratio between company ran and owned by franchisee. With that, monitoring of each outlet varies from external parties to Bubblelab's own employees and with a good solutions it is vital to maintain the balance and gap deviation in all occurring operational issues.

The laundry service concept that he has established is a new state of the art centre that will have you entertained while your laundry is running, with that it is equipped with WIFI, a playground for children, music and movie to entertain while you wait, and that was the birth of the name 'Bubblelab Laundry Arcade'.

Its first outlet in operation was in August 2013 in Putra Perdana, Sepang and now the company has over 180 outlets across Malaysia. With the owners corporate background and its experience in workflow management architecture, Mr Kenny previously worked with a major semi-conductor Multi-National company knows the importance of having a good 'Content Management Solution' to take its business to another level.

He and his team has been searching for a flexible and reliable 'Enterprise Content Management Solution' as Mr Kenny realizes there is a 'gap' in the all façade of its business operations. But the one that he has trust in putting in his investment was the Enterprise Content Management from Ricoh.

Solution

He has utilized the ECM Workflow to increase effectiveness, productivity and quality in the area of Retail Management as he has an average growing outlet of 4-5 per/month.

To address the challenges face he enquired and has been looking around in the market and finally decided on the Ricoh Enterprise Content Management (ECM). In the service industry whereby maintenance of retail outlet is key, he realizes that operation challenges is a normal occurrence and Bubblelab has to deal with it day in day out, but he has a motto of how fast the turnaround time in resolving it is crucial and it matters in his daily operations effectiveness and also to cater to customers satisfaction.

It took a period of four months to implement the above solution setup and previous operation was using paper recording which was resource and time consuming. He has utilized the ECM Workflow to increase effectiveness, productivity and quality in the area of Retail Management as he has an average growing outlet of 4-5 per/month. The main backbone is to use the ECM to build up a 'Computerized Management System'. In retail management, 4 sub-modules of workflow has been created thus far, which are 'Electronic Service Report', 'End customer survey', 'Outlet Registration'

and 'Utility Management'. These 4 main workflow modules was chosen for his pilot project and his aim is to have over 70 workflow modules in all areas of management with one integrated system using the ECM to assist in all areas of his operation.

Bubblelab being in the service industry, naturally field staff takes up majority of his operations. With ECM he has utilized the architecture of workflow up to the level of cash flow collection, outlet Condition Audit and even to the job assignment and clocking-in of its field staff.

The results has been significance even with the minimal workflow modules as he is forming the basis on these workflows as his operations source of Key Performance Index (KPI) measurement.

Result

The Enterprise Content Management that he has committed too has exceeded his expectations as he is fully committed to it and uses it as a 'Fun Tool to help in all areas of his company.

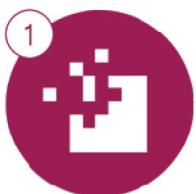


He sits down with his team involved in Workflow management to tackle different areas of his business operations and spend time every Saturday with them fine tuning facades of different operations workflow with them and drawing up the architecture of it to fine tune its reporting.

He has been a believer in the solution that he has invested close to RM20,000 in equipping his employees outside of the filed with the smartphones to ensure they are committed as him in using the solutions. He believes by building the foundation of his company through this ECM Solution, he has successfully executed the process model digitally and Bubblelab Laundry Arcade Sdn Bhd is equipped to implement the ISO 9000 for best in class standards.

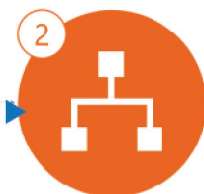
Mr Kenny's Quote: "Ricoh's ECM has not only met my needs, it has exceeded my expectations" Mr Kenny has one advice for everyone in this era of digitalization is to "Execute your process model digitally and if it's used to its full potential the solution will discipline every of your department operations"

Enterprise Content Management (ECM)



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Create an electronic filing cabinet by converting your documents from paper to digital



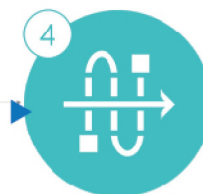
ORGANIZE DOCUMENTS

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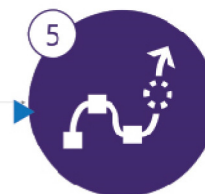
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