



CASE STUDY:

## Ricoh partners with Condeco to help enhance Vodafone's workplace transformation



By prioritising a seamless experience for staff with a mobile-first focus, Ricoh has provided a flexible workplace for end users

### COMPANY PROFILE

Vodafone is one of the world's leading mobile communications providers, operating in 26 countries and in partnership with networks in over 55 more. Across the world, Vodafone has almost 444 million customers. They made the first ever mobile phone call on 1 January 1985 from London to their Newbury HQ. Still located in Newbury, they employ over 100,000 people globally.

With its London office accommodating 1,600 people, Vodafone was struggling with capacity and was looking for a better way to manage its space more effectively. Staff relied on calendars and personal assistants to book meeting rooms, which were often double booked, causing frustration for all employees.

As part of its workplace transformation, Vodafone was looking for a partner who could help achieve its priorities, including:

- Modernising existing infrastructure and moving to a cloud-based system
- Increasing employee satisfaction through a smart mobile application
- Improving current processes to enable employees to work flexibly
- Achieving integration across Vodafone offices in 26 countries

The current office did not provide a seamless experience for staff and Vodafone wanted the workplace to work for everyone. With a global presence and experience with workplace transformation, Ricoh and Condeco were selected to implement a new solution and support Vodafone's digital journey.



## OBJECTIVES

Vodafone wanted to better manage meeting room bookings and use their space more effectively. They were looking for a cloud-based system that could be easily updated, providing them with data on how the workplace and its meeting spaces were being used. They needed a system with a mobile-first focus, to support Vodafone's goal of enabling its employees to work more flexibly.

### Key priorities included:

- A mobile app for a mobile organisation – to offer access on the go
- Utilising the workplace efficiently – to provide ample workspaces for all employees
- A seamless reservation experience – to enable flexible workers to book rooms
- Ability to collect meeting room data – to allow them to analyse usage



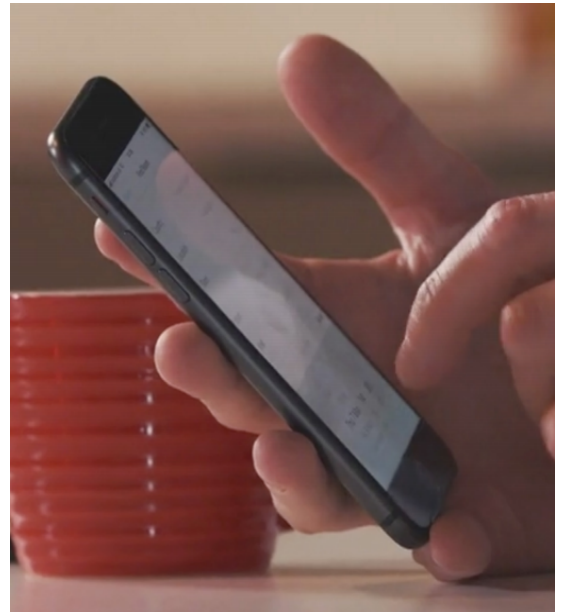
“The digital approach has made employees behave better and, therefore, the availability of the meeting rooms is higher.”

*Mirna Gelleni, Senior Workplace Strategist, Vodafone*



“Condeco and Ricoh work together globally using their Tier 1 global partnership to deliver significant value to Vodafone. The flexible working package we both deliver allows Vodafone to have one of the most advanced flexible working solutions. We look forward to extending that with Condeco and Ricoh’s rich integrated partner system.”

*Simon Hunt, Global Partner Director, Condeco*



## SOLUTIONS

Ricoh and Condeco worked closely with Vodafone to implement a seamless solution. By incorporating meeting room booking software, Vodafone can now manage reservations from one tool, which integrates with their existing Microsoft Outlook system.

Vodafone’s whole ethos is around being mobile and agile, so having an app which allows employees to book meeting rooms on the move makes flexible working much simpler.

Meeting room screens have been installed outside each meeting room, allowing everyone to see the availability and capacity of each space. These 150 screens reinforce the behaviour that is so important to Vodafone – making sure meeting rooms are only used when needed, rather than as a private office.

The solution can now be implemented in each of the required countries, ensuring a consistent approach across Vodafone’s global offices.

## BENEFITS

By working with Ricoh and Condeco to modernise its infrastructure and digitise its workplace, Vodafone has reflected its agile and mobile ethos in its space management.

Additionally, there has been an increase in employee satisfaction, resulting in higher productivity and a more efficient use of space. Staff are now utilising meeting rooms for their correct purpose, which has put an end to the monopolisation of certain rooms during peak times.

The cloud-based system is secure and easily scalable as Vodafone increases the number of offices using the software. The ability to analyse data has also given Vodafone insight into how and when the meeting spaces are used, allowing them to continuously improve the flow of their workplace.



“We now use our mobile phone, and our devices, to book a meeting room. Everything about it is much smoother.”

*Edward Large, Group Property Strategy Manager, Vodafone*



## ABOUT RICOH

Ricoh is empowering digital workplaces using innovative technologies and services enabling individuals to work smarter. For more than 80 years, Ricoh has been driving innovation and is a leading provider of document management solutions, IT services, communication services, commercial and industrial printing, digital cameras, and industrial systems.

Headquartered in Tokyo, Ricoh Group operates in approximately 200 countries and regions. In the financial year ended March 2020, Ricoh Group had worldwide sales of 19.06 billion USD.

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