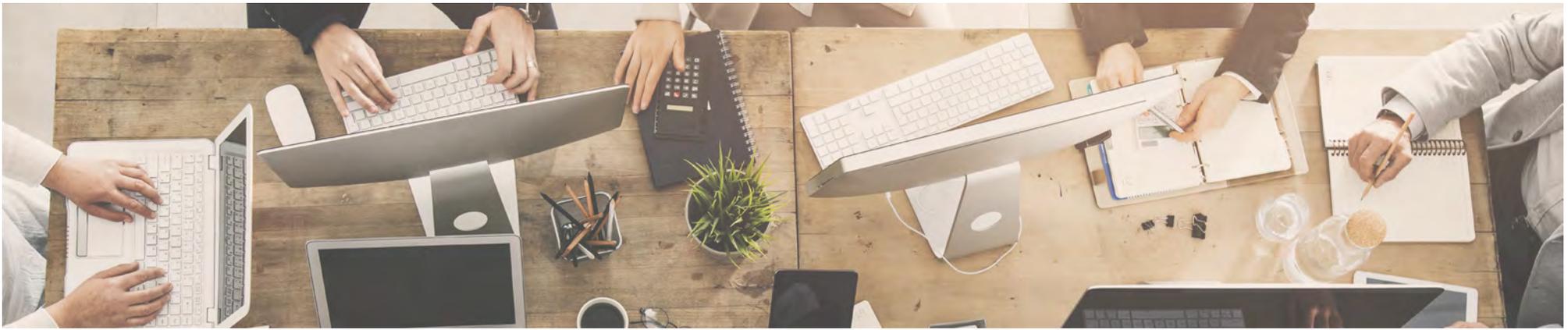


OppSource + RICOH

## Customer Win Story:

Ricoh USA Inc. Implements Next-Gen Sales Engagement to Transform Coverage Model





## CUSTOMER WIN STORY

---

### Ricoh USA Inc. Implements Next-Gen Sales Engagement to Transform Coverage Model

Ricoh USA Inc., part of the global technology company, is facing an interesting dilemma.

In an increasingly digitized world, Ricoh's buyers are changing. Where they once expected face-to-face meetings, they now prefer web chats, emails, phone calls and video conferences. These buyers are increasingly more difficult to connect with and when they do engage, they expect relevant interactions, messages, and content.

Amidst these changes to buyer behavior, Ricoh seeks to **transform the way they engage with today's buyer.**



#### About Ricoh

Ricoh empowers digital workplaces to help customers work smarter

#### Goals

Increase revenue and sales productivity by improving buyer engagement with more relevant interactions, conversations, and meetings



## Augmenting Ricoh's Sales Outreach

Transforming their sales model means not only augmenting how and when reps engage their buyers, but helping them deliver meaningful content and messages to better align with the expectations of the buyer.

By tailoring their outreach with how buyers actually want to interact with salespeople, Ricoh can increase meaningful engagement with their targeted audiences.

## Syncing with CRM

Ricoh also needed a sales engagement platform that would integrate and seamlessly synchronize with their cloud-based CRM.

As an example, they needed outreach automation, streamlined messaging, and coaching/training tools that could synchronize fully with their existing CRM.

“

Driving virtual sales engagement requires enabling our sales professionals with the **right technology.**

OppSource Aptitude and its A.I. and the machine learning capabilities will provide us with new ways to **improve our sales engagement outcomes.**

-Peter Bringe, Vice President of U.S. Direct Sales, Ricoh USA Inc.

## OppSource: Next Gen Sales Engagement

The OppSource Sales Engagement platform uses integrated A.I. and machine learning to drive results in four distinct ways:



Increase individual sales productivity with automated outreach and data capture



Identify key sales talking points that are relevant to specific target audiences



Validate the success and failure rate of targeted corporate and product messaging



Radically improve sales coaching and training with conversation data

**By positioning their world class products with a next-gen coverage model, Ricoh can better engage their buyers and increase the output of conversations, meetings, and closed deals.**

With these goals in mind, OppSource and Ricoh have begun their partnership.

In addition to implementing OppSource's suite of automation tools, Ricoh will have access to OppSource Aptitude™, a premier machine learning conversation analytics and data capture solution.



## Integrating AI and Machine Learning

Fully integrated into the platform, OppSource Aptitude™ analyzes and transcribes conversations to provide actionable insights for both management and reps.



What kind of solution is it?



Action  
Items



Glad you asked! I'll send over an eBook with some additional information

Great. What about pricing?



By utilizing dual-channel transcriptions and conversation analytics, Ricoh's sales professionals can establish a structured and repeatable sales process based on fact-based data gathered from conversations.

“

By using OppSource's AI and machine learning capabilities **in conjunction with our CRM**, we will have new learning and analytics that will give our management team new sales engagement reporting and market insights not previously available.

-Chris O'Neill, Vice President of Sales Enablement, Ricoh USA Inc.

## Driving Profitable Revenue Growth for Teams

While traditional CRM is great at helping sales professionals manage qualified deal flow, OppSource is designed to help orchestrate the myriad of engagement and pursuit touches required to engage with today's buyers.

In addition to automated sales TouchPlans™, OppSource also features integrated machine learning and A.I. that captures, transcribes and analyzes conversations to minimize and even eliminate data entry and provide actionable insights at every level of engagement.

OppSource reduces new sales team onboarding times, improves rep productivity at every level, and substantially improves profitable revenue growth across the entire sales team.

# OppSource

[oppsource.com](https://oppsource.com)

OppSource is a next-gen cloud-based sales engagement platform designed to help B2B salespeople surpass traditional CRM by orchestrating the myriad of touch points required to engage with today's buyers.

Want to learn more?

Reach out at [sales@oppsource.com](mailto:sales@oppsource.com)

