

Self Service Me

CirCal Aps

Intro / Background

Vagn Nielsen founded CirCal Aps. in 2009 with the aim of providing new ways for end users and enterprises to connect through mobile devices. CirCal builds apps with highly-scalable infrastructures that are able to connect in one-click across any enterprise's self-service platform, using any user identities. CirCal programmatic builds mobile prototypes and product launches of various kinds of mobile services.

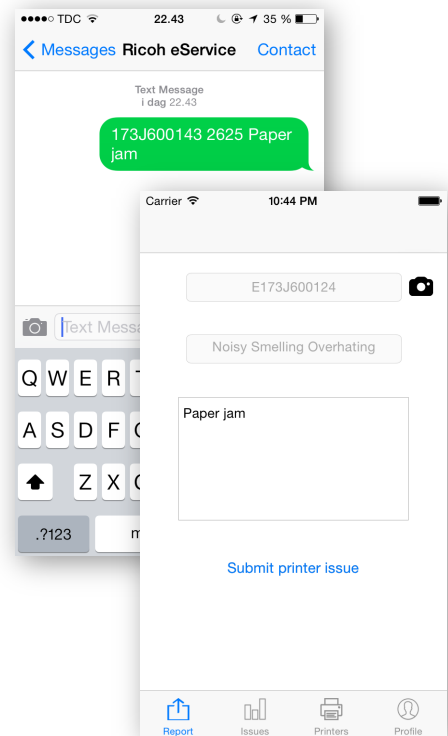
CirCal has recently developed a mobile, self-service prototype for Ricoh eServices called "Self Service Me." It enables users to connect to Ricoh's eService and report printer issues using any kind of mobile phone with a single, quick SMS or iPhone app. We designed *Self Service Me* with the goal of helping Ricoh identify new business opportunities and optimize its eService Customer Care service and business.

Solution or Product

Self Service Me is an intelligent software product that is both automated and intuitive. It provides a simple and fast way for end-users to report printer issues and receive notifications about printer status.

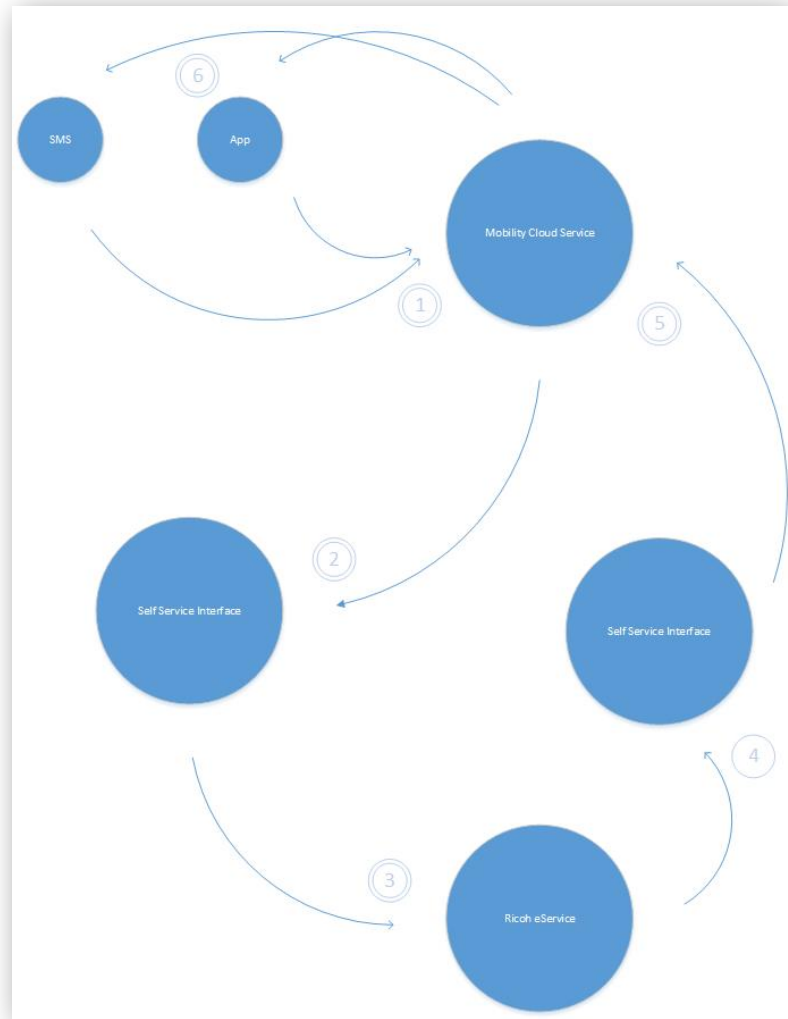
Self Service Me has 3 key elements:

1. A user input than can be delivered via SMS or mobile app.
2. A Mobility Cloud Service that receives the user's input and sends updates to the user.
3. A Self-Service Interface that is a back-end integration to Ricoh Siebel.



Self Service Me works in the following way:

1. The mobile app reports a printer issue OR the user reports a printer issue via SMS.
2. The report goes into the Mobility Cloud Service.
3. The Self-Service Interface picks up unsent reports and submits them to Ricoh eService.
4. Ricoh eService sends back an email with updates to our email platform.
5. The email is parsed and sent to the Mobility Cloud Service.
6. The Mobility Cloud Service sends Push notifications or an SMS message back to the user.



Technologies

Self Service Me uses the following technologies:

- Mobile APP developed in Xamairn Cross platform
- Dedicated SMS number, with support for dedicated number in entire EU
- Microsoft Azure Cloud Service
- Selenium browser technologies
- Email parsing Service

Conclusion

Self Service Me will deliver numerous benefits for Ricoh. By expanding its existing web self-service and phone support into a simple mobile server, Ricoh will be able to increase and improve customer service while simultaneously reducing the number of customer-care resources required. Ricoh will have happier customers and reduced costs.

Moreover, existing web self-services can be mobile-enabled with ease—it can be done quickly and easily and does not require complex backend integration.

Finally, the market for hosting mobile-enabled self-service will soon be thriving. Ricoh can begin hosting these kinds of mobile self-service tools, in addition to *Self Service Me*, and would lead the industry in this burgeoning market.

Next Steps

We have already built the *Self Service Me* app for the iPhone. Our next step will be to build apps for Android and Windows Phone. We also have ideas for augmenting *Self Service Me*'s services. Among the service enhancements we are considering are:

- Add “Follow me” to the mobile app to make printers print when you are in front of them and to enhance security.
- Extend the self-service solution to cover more features for Ricoh's customers.
- Provide a number of self-service clouds in Ricoh's Hosting Center, enabling enterprises to mobile-enable any enterprise service portal in minutes.

We're making it easier for enterprises and consumers to connect across any service platforms into any mobile devices, and we look forward to strengthening the connection between Ricoh and its customers.