



# PENTAX

BRINGING IDEA WORKSHOPS ONLINE

2015

**nosco**

# THE CLIENT

PENTAX Life Care is a global manufacturer of endoscopes and is renowned for technological innovation at the highest level.

An endoscope is an instrument used by doctors to look inside the human body without performing surgery.

# THE CHALLENGE

Some of the critical issues at PENTAX are effectively collecting, evaluating and managing ideas from employees, in order to capitalise on the vast knowledge across the company. The company needed a platform that could gather and structure company ideas.

# THE SOLUTION

Pentax launched Nosco with an idea campaign focused on “Process improvements in Service” and defined 4 parameters to evaluate ideas on:

- *The benefit for the customer*
- *Internal / External performance increase*
- *Is the idea easy to execute*
- *Necessary investment*

Employees from different departments were invited to the idea campaign. It ran for two weeks, inspiring employees to take action and submit their ideas.

Language barriers, e.g. in Japan and the Philippines, were overcome by integrating Nosco with Google Analytics which enabled employees to write in their native tongue. As a result of the limited time, the level of interest remained high to the last day of the campaign.

Afterwards, employees could follow the progress of each idea during the evaluation period.

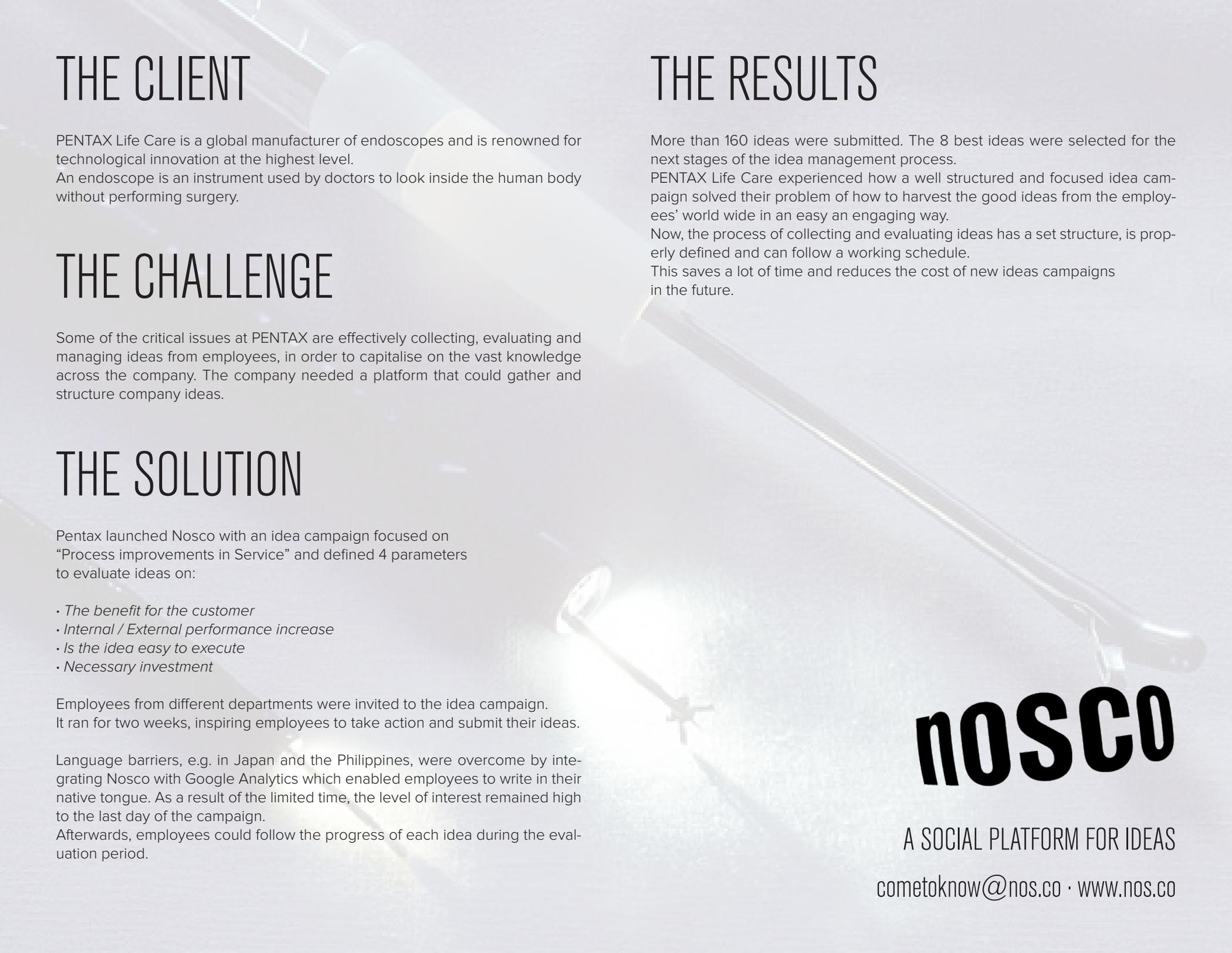
# THE RESULTS

More than 160 ideas were submitted. The 8 best ideas were selected for the next stages of the idea management process.

PENTAX Life Care experienced how a well structured and focused idea campaign solved their problem of how to harvest the good ideas from the employees’ world wide in an easy and engaging way.

Now, the process of collecting and evaluating ideas has a set structure, is properly defined and can follow a working schedule.

This saves a lot of time and reduces the cost of new ideas campaigns in the future.



# **nosco**

A SOCIAL PLATFORM FOR IDEAS

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