

**“ Simplify your business process and allow your staff to focus on what is important ”**

# Application Processing:

## Simplifying Customer Interaction

DATAMAIL'S **APPLICATION PROCESSING** SOLUTION ENHANCES THE SPEED OF APPLICATION DATA CAPTURE, ENABLES ELECTRONIC WORKFLOW AND ENSURES THE TIME AND COST ASSOCIATED WITH TRADITIONAL PAPER-BASED PROCESSING IS NEVER A BARRIER TO REALISING YOUR GROWTH AND CUSTOMER EXPERIENCE OBJECTIVES.

- ◆ Business process automation
- ◆ Improved customer experience
- ◆ Improved process visibility and monitoring
- ◆ Reduced processing costs
- ◆ Management by exception
- ◆ Margin improvement in core business activities
- ◆ Speed of solution deployment

Application Processing enhances decision speed, optimises decision accuracy and eliminates costly contact centre queries and rework.

Built on our existing scanning and intelligent capture framework, Application Processing offers speed and accuracy enhancements over direct data entry techniques. Our process reduces traditional cycle times that can translate into processing backlogs measured in days.

The period of time between receipt of an application and entry into a core system can often be lengthy. A customer enquiry during this period can result in a lack of information being exposed. Our solution mitigates this risk via the provision of hosted images in our web based archive solution, VRetrieve, or alternatively via upload of images to you own EDRMS or ECMS.

Our document classification and extraction technology can replicate the specialist skills required to determine the type of form, the elements of data to capture, the business rules to apply to that data and the format of the output data to be loaded into core systems.

# Application Processing

## Solution Sheet



### TECHNICAL SPECIFICATION

#### Features:

- ◆ Document check-in and tracking
- ◆ High speed document scanning
- ◆ IDR (Intelligent Document Recognition)
- ◆ ICR (Intelligent Character Recognition)
- ◆ OMR (Optical Mark Recognition)
- ◆ Barcode recognition
- ◆ Heads up key entry and quality assurance
- ◆ Integrated customer reference data
- ◆ Business rule automation and exception processing
- ◆ Document check-out and reconciliation
- ◆ Multiple document output formats
- ◆ Data transfer– SFTP, integrated web service options
- ◆ Upload to Datamail hosted or existing archive solution
- ◆ Document destruction/long term storage

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Our solutions can also be applied to enhance the business processes that arise from successful completion of an application including direct debit forms, overdraft requests, insurance claims and direct marketing campaigns.

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### THE DATAMAIL DIFFERENCE

At Datamail, we work in partnership with your business to develop a tailored solution that suits your needs. Datamail Application Processing has been the foundation for many successful product launches and campaigns including Fly Buys, AA Rewards and BNZ/Air New Zealand's Global Plus.

Datamail's solution scaled to meet the demanding task of processing the thousands of applications that were received. Each application was processed in accordance with the business rules and service delivery requirements of the customer, ensuring the smooth and efficient entry of each product into the marketplace.

We have continued to enhance and upgrade our solution and invest in technology platforms that will drive further process efficiencies and benefits for our customers.

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### CONTACTS

For more information about our application processing solution contact one of the following Datamail specialists:

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[www.datamail.co.nz](http://www.datamail.co.nz) or call 0800 DATAMAIL