



HOW WE EMPLOYED A CUSTOM **DOCUMENT** **MANAGEMENT** SYSTEM WITH **OCR** FOR MAILROOM SORTING

In this case study, we discuss the journey of a client in achieving over 80% efficiency in document processing using Digitization and Mailroom Automation.

KEY METRIC

The implementation has transformed a formerly manual task into an additional avenue for enhancing business processes and capabilities.



**Minimised processing
time & room for error**

SUMMARY

In today's business landscape, irrespective of the industry, organizations frequently contend with an influx of information, encompassing both vital and extraneous data elements. Leveraging Mailroom sorting technology in conjunction with groundbreaking OCR technology, this solution empowers clients with heightened awareness of pivotal events prioritized by significance. In sectors such as accounting and taxation, even minor delays in closing the loop can potentially result in substantial financial ramifications for both the organization and its clients. This case study delves into the challenges encountered by a tax resolution company headquartered in Jacksonville, Florida.

BUSINESS CHALLENGES

The company regularly receives a substantial volume of legal documents from the US Internal Revenue Service (IRS) on behalf of its clients, in addition to tax and accounting documentation directly from clients. The traditional workflow involved manual sorting, scanning, and linking of these documents to the corresponding accounts in the CRM. Over time, an increase in manual errors became a significant concern for the business.

To address the challenge posed by the high volume of incoming documents in the mailroom, they implemented the Falcon Red Machine. This technology streamlined the initial stages of document handling, automatically opening envelopes, removing document attachments, scanning the information, and organizing it within folders with basic metadata tagging for future reference. However, the subsequent processing of these documents remained a manual and labor-intensive task.



Actionable data-points were derived



25% increase in cross selling and upselling



Minimised processing time & room for error

SOLUTION PROVIDED

Managing a vast volume of data demands consistent search results, and the Document Management Falcon Red Machine relies on Optical Character Recognition (OCR) technology for effective content retrieval.

To streamline document management:

- 30% of IRS documents with 3D barcodes had client information extracted by OCR and seamlessly integrated into the Document Management System (DMS).
- OCR retrieved client identity information from 40% of documents with 2D barcodes, with initial manual workflows later automated for efficiency.
- For 30% of unstructured documents without barcodes, OCR identified client identifiers, followed by manual or automated classification and linking.
- Document content triggered various CRM workflows, prioritized based on classifications and data, leading to potential client servicing or sales opportunities.

IMPACT ON BUSINESS

Key Achievements:

- Realized a 25% upsurge in upselling and cross-selling opportunities for existing clients.
- Achieved an impressive 80% reduction in document processing time through the seamless integration of DMS and OCR.
- Significantly curtailed unnecessary manual labor, resulting in reduced cost overheads for the client.
- Automation bolstered processing speed, elevating client servicing levels.

The implementation of DMS and OCR technology successfully transformed superfluous data into actionable insights, yielding exceptional outcomes when harnessed effectively.

