

Voyages Jules Verne's Call Centre Needed Fast Online Access to Customer Correspondence So they Called AutoFORM...

Overview

■ Challenge

Fast on-line viewing of customer letters and booking documents to enable VJV to answer customer call queries in less time.

■ Solution

2 x Scanner Workstations
Web-browser retrieval & viewing

■ Why AutoFORM?

Competent, helpful technical support.

File efficient, universally readable
520Kb document storage.

Express search facilities on multiple criteria.

■ Key Business Benefits

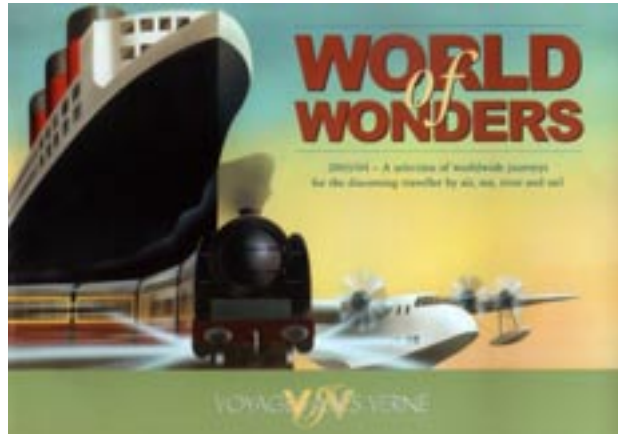
Accelerates correspondence processing and telephone query resolution, enabling just 17 CRM staff to cater for thousands of worldwide customers.

The removal of filing cabinets has created a more airy, light and efficient working environment.

■ Is It for You?

AutoFORM is ideal for all business seeking to gain the advantage of fast access to information. Enables prompt query resolution and sales order processing, by presenting documents to the desktop.

AutoFORM offers adaptable, but always cost effective solutions, bringing the benefits of document imaging into the realm of all companies however large or small.



"Imaging Technology enables a Return to Good Old Fashioned Customer Service Values"

Even their very name 'Voyages Jules Verne' evokes a sense of the refined customer service that the company offers on each of their tours. Where they cater for every customers' need whether that is an individually arranged tour itinerary, or special arrangements in view of a medical condition or dietary requirement.

But behind the Edwardian evocative marketing is an extremely modern, highly efficient company that uses advanced IT technology to ensure that each of these special requests are met. A key component of the system is AutoFORM: a webbrowser scanning & archiving solution. This enables their customer service and sales staff online access to PC viewable images of customer correspondence and booking confirmations.

The Difficulties Associated with Paper Filing Systems

Kennedy says, "To resolve a customer query we often need to look up a copy of the customers letter, or the booking confirmation or any other number of paper documents. Filing cabinets are fine until the day you have a customer on the phone and another operator hasn't put their file back, or worse still — misfiled it. You then have to waste time hunting down the customers paperwork - and any delay is unacceptable from a customer service perspective.

We realised that while our online UNIX customer information system gave us quite a lot of detail about each booking, what we needed was an inexpensive way of scanning all our correspondence and making it available on screen for all sales and service staff. That solution was AutoFORM.

Output & Document Management

"Fast, 'on-screen' access to customer correspondence via AutoFORM is critical for our ability to offer prompt, attentive, individual service,"

K. Kennedy, Customer Services

The Solution

In consultation with Voyages Jules Verne, AutoFORM developed a scanning solution based on their AutoFORM Archive document management software. This would comprise:

- Two express scanner workstations, to enable 4,000 customer documents to be scanned and indexed per day, in less time than it would take to photocopy and file them.
- PC indexing interface. As documents are scanned they are given a multiple index reference, providing express search facilities on a multitude of criteria. OCR & barcode indexing is also supported.
- Web-browser interface, so users can quickly toggle between VJV's UNIX CRM database and AutoFORM Archive. This allows them to quickly find documents by booking number, name, tour number or date of travel. Documents can be found in just a few seconds allowing most queries to be resolved in one phone call.
- E-mail-fax facilities, to enable document copies to be sent direct from the archive, without printing them first
- Notes: free-written comments can be stored alongside documents
- AutoFORM also offers modules for outgoing documents to be automatically sent to the archive as they are printed, together with facilities to manually copy e-mails, faxes and PC documents. However, VJV initially just wanted the scanning solution as their main priority was to make incoming documents available onscreen.

"Since having AutoFORM onboard our customer service levels have never been higher..."

K. Kennedy, Customer Services

Why AutoFORM?

Craig Jackson, IT Manager comments: "We tried a number of solutions before choosing AutoFORM. After two years successful operation we can safely say our initial confidence was well founded.

- We feel confident in the technical competence of the UK based support & development team. At every step of the way AutoFORM make themselves highly available and only too happy to assist, even when the issue is outside their remit.

- AutoFORM creates universally readable PDF files with obvious advantages over proprietary formats. The file size is also very efficient allowing us to keep several years of data even though 4,000+ documents are scanned per day
- Potential to offer web access to the archive for third party agents, remote workers, or indeed overseas offices."

The Customer Service & Efficiency Benefits

According to Kate Kennedy "Since having AutoFORM onboard, our service levels have never been higher"

It is testimony to the efficiency of the company that just 17 customer care call centre staff can resolve several hundred telephone queries per day. But to VJV it is more important that each call leaves the customer feeling satisfied with the service. If this can be achieved the customer is more likely to re-book next year and to recommend VJV to friends and family. It speaks for itself that over 75% of customers do.

Kennedy adds: "As a direct sales tour operator, we need to offer our customers the same - if not a higher level of personal care than they would receive from a high street travel agent. However with thousands of customers, it is impossible for us to remember each one personally. But with AutoFORM on our desktop we can quickly key in a name, or booking reference to immediately see all the documentation relating to their current or previous trips. Saying things like "I can see from your letter that you have requested a window seat" is incredibly powerful and gives customers the sense that they are being served as individuals. Without the access to information that AutoFORM gives us we just wouldn't be able to do this. And of course these benefits are over and above the obvious cost and time savings of not having to constantly file and refile piles of paper documents.

Recoups Valuable Office Space

Another valuable benefit of the AutoFORM system is that we can recoup valuable office space previously used for filing and archiving. This not only leads to a more airy pleasant working environment, but means that we have been able to release two floors of our London offices for rental to other companies"

"To us" says Kate, "AutoFORM is an indispensable tool in our quest to realise greater efficiencies and cost control but ultimately higher levels of customer service. We couldn't operate without it."

If you want great service from people who know how to book customized travel, we highly recommend Voyages Jules Verne in the UK. Everything was top notch. Customer service in booking the trip was outstanding - and we were able to do everything via email. The company representative we dealt with was knowledgeable, professional, and courteous.

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