

Outsourcing document capture delivers competitive advantage

Outsourcing its document management to Ricoh has helped express parcel agency ASM transform its service. Providing customers with easy access to information gives ASM a competitive advantage and results in faster payment.

Business Challenges

ASM provides express parcel delivery services to customers throughout Spain, Andorra and Portugal. A keen focus on customer care helps ASM deliver outstanding service. An online tracking system reassures customers that packages are handled with care and delivered to the right place and on time.

Signed delivery receipts can be viewed on ASM's web portal once goods have been successfully delivered to the final recipient. The process for capturing and uploading delivery receipts was not, however, particularly efficient and there was usually a delay of several days before a customer was able to view their proof of delivery.

This delay was a cause of customer dissatisfaction and was directly affecting cash flow as ASM was not able to invoice customers until delivery was confirmed. ASM therefore urgently needed a more efficient and effective process for document capture and upload.

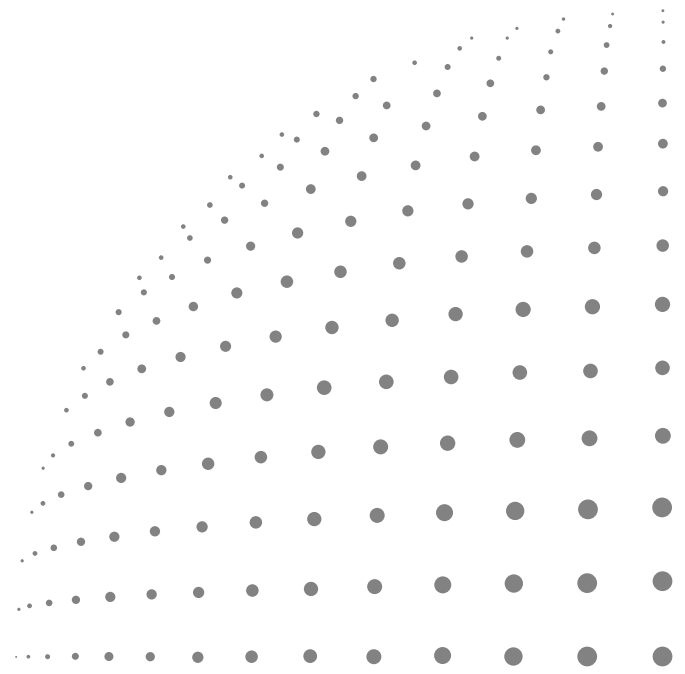
Re-engineering the Process

The existing method involved the external scanning of the signed documents for ASM's own people to index and upload to the web portal as separate activities. Not only did this take at least three days, it also tied up valuable resource.

Already a trusted office equipment supplier to ASM, Ricoh's experience in the delivery of outsourced document services made the company a natural partner for ASM; one able to offer a fully managed and resourced solution to automate and speed up processes.

Ricoh proposed an outsourced solution as a result of a thorough analysis of existing document processes; to understand the customer's needs, identify the workflows, and capture the technical requirements.

Ricoh staff, working on-site as ASM employees would manage the entire document flow from managing the printing equipment to inputting delivery notes; maximising efficiency at each step of the process.



Delivering Real Advantage

Documents received before 10am are now processed on the day of receipt, providing customers with fast access to delivery information. Automatic notification of delivery is sent to ASM's ERP system, triggering a customer invoice.

Giving ASM customers visibility of the information has reduced the number of claims and customer satisfaction has significantly improved. In addition, due to the reworking of the process, ASM is now able to collect payment earlier.

Delivery agents send the signed delivery notes direct to Ricoh personnel in ASM's head office for processing. They are scanned and automatically indexed with key search data such as the consignment number, customer name and delivery date. This information is then uploaded to ASM's document management system where the records are ready for customers to access through the parcel tracking portal.

About the Customer

ASM provides express parcel delivery services to customers in Spain, Andorra and Portugal. With more than 200 depots, 100 long-distance routes and 1500 local routes, ASM is able to provide a fast and efficient service. Packages are tracked throughout the delivery process, providing visibility from initial collection through to final delivery.

Original delivery notes, sometimes needed in the event of dispute, are filed by Ricoh's on-site operatives in numbered archive boxes. This information is added to the digital record for easy retrieval if required.

Ricoh processes more than 5.5 million delivery receipts a year, enabling ASM employees to focus on core business activities.

By outsourcing document capture to Ricoh, ASM provides customers with signed delivery receipts in one day instead of three, and invoices are now issued two days earlier than before.

Outsourcing document processes to Ricoh has helped ASM establish a powerful competitive advantage and to position itself as an innovative and customer oriented company. It has been able to improve the service it offers to customers whose satisfaction levels have increased and the company is winning more business.



- Improved delivery management
- Reduced process time
- Improved customer satisfaction
- Faster cash collection

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