

SWISS POST MAKES ORDERING FLEXIBLE WITH OCR FOR ANYDOC®

At A Glance

SWISS POST

Industry

Postal Services

Customer Profile

Swiss Post ensures the basic postal provisions of the country. The business area Stamps and Philately is tasked with the sale of collectible stamps, postage, collectors and commercial products to 73,000 subscribers and other customers domestically and internationally.

Challenge

Customers order their stamps through order forms or an e-shop. The previously existing OCR solution was no longer able to keep pace with the Post's processing requirements.

Solution

Thanks to OCR for AnyDoc, the quality of document recognition has greatly improved. Time-intensive follow-up checks have been virtually eliminated, and IT specialists of Philately can quickly and easily accommodate new types of forms in the system. Today up to 2,000 orders are scanned in and processed per day.

Benefits

- Increased quality of the OCR recognition
- Significantly reduced manual verification
- Increased speed for order capturing.
- Easily integrates with electronic document archive
- Increased efficiency in customer service
- Flexibility of software allows for increased volume
- Seamless integration into neighboring systems (SAP & OpenText)
- User-friendly system and reliable support provide low cost of total ownership

Swiss Post — Switzerland's postal office — is the second-largest employer in Switzerland. More than 55,000 women and men work to ensure that 15 million letters daily and 105 million packages annually reach households and companies in a timely manner. The Post is a public corporation owned by the Swiss Confederation. It is mandated by Parliament to provide postal and financial transaction services to the population. It is intended to ensure basic postal provisions, achieve appropriate revenue, and increase company value.

The Post is a modern corporation with corporate sectors in Mail, Logistics, Financial Services, Passenger Services, Strategic Customers and Solutions along with business areas in International, Mailroom Networks and Philately. The business area of Stamps and Philately is responsible for the sale of postage stamps. It specializes in servicing customers who systematically collect philatelic products and research documents relating to postal history.

Despite a new business environment with growing electronic competition, the Philately business area has made it its goal to retain existing customers in Switzerland and gain new collectors in foreign countries. For this purpose, Philately is introducing special stamps on the market that distinguish themselves through innovation, quality and creativity while projecting emotional messages. In 2006, the business area generated profits of 12 million Swiss francs.

As a new operational division, Philately has successfully established a mail-order business with Swiss quality products. Simultaneously, Swiss Post also realizes profits from the popularity of their stamps which are highly desired by collectors. Customers order their stamps and philatelic products in person, or via an e-shop. The order forms are then captured through OCR document recognition.

More efficiency in processing incoming orders

Prior to introducing a new solution, Philately was serving about 73,000 subscribers across the world, along with tens of thousands of individual customers. The annual volume of the documents to be captured amounted to around 80,000 documents per year.

To be able to process incoming orders with more efficiency, Swiss Post decided to upgrade from their previous, outdated OCR system to a modern advanced solution, OCR for AnyDoc from AnyDoc Software. The key factors in this decision were the high level of user-friendliness and the flexibility of the AnyDoc application. The competent advice and helpful support by the software specialists at AnyDoc Software GmbH also played a large role in the assignment of the project.

Thanks to OCR for AnyDoc, few follow-up checks are required

Swiss Post set itself the goal of capturing 2,000 orders per day with OCR for AnyDoc. Not only was this volume easily achieved, but the recognition of captured data significantly improved. OCR for AnyDoc was specially developed to virtually eliminate manual processes and to reduce costs and inefficiency. After a careful fine-tuning of the AnyDoc system, the quality of the document recognition is now so precise that time-intensive follow-up checks are nearly eliminated.

With this new solution, Swiss Post is well equipped to handle even significant order increases. After the corresponding training for the new automated OCR system, IT specialists at the Post are able to independently develop new order forms for document recognition. Because the system is so user-friendly, new employees can also work with the AnyDoc solution without any major training. As a result, their customer service in Philately has greatly improved.

Additionally, working with OCR for AnyDoc is especially efficient since the software harmonizes with the other system components thanks to the corresponding interfaces. The captured data is therefore processed directly in the SAP ordering system and stored in the OpenText archive. The optimally coordinated AnyDoc solution enables a rapid order capture and archiving of customer documents. The quick accessibility of the data speeds up the order processing, which also positively impacts the quality of customer support services.

Praise for the high flexibility of the intelligent AnyDoc solution

IT coordinator Robert Gfeller above all praises the high flexibility of the system. “If we have the need for the introduction of a new application, we can easily reach our goal with AnyDoc in the shortest time possible.” Initially only the processing of a single form was planned. But, as Gfeller explains, he and his team soon realized that there was much more that could be done with OCR for AnyDoc. “When we finished the training at AnyDoc, we became aware of the great potential of this software solution.” Mr. Gfeller is also more than satisfied with the support: “With AnyDoc, we’re in good hands. If there are questions or problems, our partners at AnyDoc quickly and effortlessly provide us with the required support.”

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