



“Rapid, low cost processing is critical when working with SMEs”

said Ricky Dale, Project Manager.



With a mixture of orders, customer agreements and advert collateral effective recognition is essential.

Yell field staff work directly with the SME customers to obtain orders for the Yell directories and Yell web site hosting. The orders, customer agreements and supporting collateral are sent to Yell in Reading.

Ether Solutions worked with Yell to implement a transformational change to the process as part of the “Going Digital” strategy.

A front office team process the paperwork by scanning the documents. Ether Solutions implemented Kofax VRS to ensure good quality images are captured with minimal operator effort. Kofax KTM is utilised to recognise the different documents and materials that are processed in order to extract the appropriate key data such as order number, customer name, etc.

A key business requirement for the implementation was the need to separate financial agreement documents which have to be held in the UK from other documents which can be handled by global processing teams available in Yell. Kofax KTM delivers this recognition in a reliable manner whereas human operators are more prone to errors, which could result in legal issues.

Once Kofax has processed the documents they are electronically sent to various Yell systems for archival document storage and for further processing to create the Yell publication entry or Yell hosted web site.

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Tel: 0845 643 4410