Case Study

a2ia DocumentReader Reduces Manual Data Entry for World-Leading Telecom Operator

Overview

One of the world's leading communications companies, who services more than 170 million customers in five continents, is Europe's largest broadband provider with 11.6 million broadband internet (ADSL) customers, and rated Britain's number one VOIP provider with more than 150,000 users. Their business services division is also present in 166 countries with network reach in 220 countries and territories. All customers of this organization total one million businesses with mobile solutions.

This telecom provider is a customer of a business process outsourcing (BPO) firm, who provides scanning and industrial document management solutions. The incoming mail from this telecom provider is sorted and processed by the service bureau, which stands out from other similar organizations because it is one of the few companies to employ a large number of disabled staff (over 80 percent).

In order to increase the staff's productivity, this BPO decided to automate the processing of the telecom's incoming mail, amounting to nearly 15,000 letters a day, or 11-million pages per year. Of this workflow, over 60 percent of the total volume contains handwritten data such as phone numbers, account numbers, names, etc.

15,000 letters are received daily, totaling **11-million per year**, of this workflow, **60% of the documents** contain **handwriting data**.

Challenge

As a world-leading Telecommunications Company, providing fast and efficient customer service is not only a goal, but it is a necessity to maintain its customer base and leadership status in the industry.

Prior to implementing *a2ia DocumentReader™*, the pre-processing and sorting of this mail was performed manually. These tasks were slow, costly and labor-intensive that could lead to errors, and included the identification of the sender and topic of the letter, followed by the scanning of the documents. Once in electronic format, this data was transmitted to the telecom company's information system and distributed to the appropriate department or individual for follow-up.

To ensure the fastest response time and most efficient workflow, the BPO decided to automate the processing of this organization's incoming mail. The new technological solution would alleviate much of the manual work, and was required to adapt to the existing processing system.

Solution

Because the telecom company's workflow contained a large volume of unstructured, handwritten data, traditional OCR (Optical Character Recognition) and ICR (Intelligent Character Recognition) engines were not able to process the documents

The service bureau selected *a2ia DocumentReader* to automate the incoming mail for this client because of its ability to handle any type of writing (cursive handwritten, handprinted, or machine printed) and any type of document (unstructured or structured). This first-ever automated data capture and keyword spotting software for structured and unstructured documents allows for the classification and extraction of the contents of large volumes of handwritten letters and loosely structured fields within forms.

The result of this new solution is a more efficient workflow with reduced operating costs and a significant reduction in manual labor.

a2ia Document**Reader**

Incoming Documents → Key-Field Extraction → Automatic Document Classification
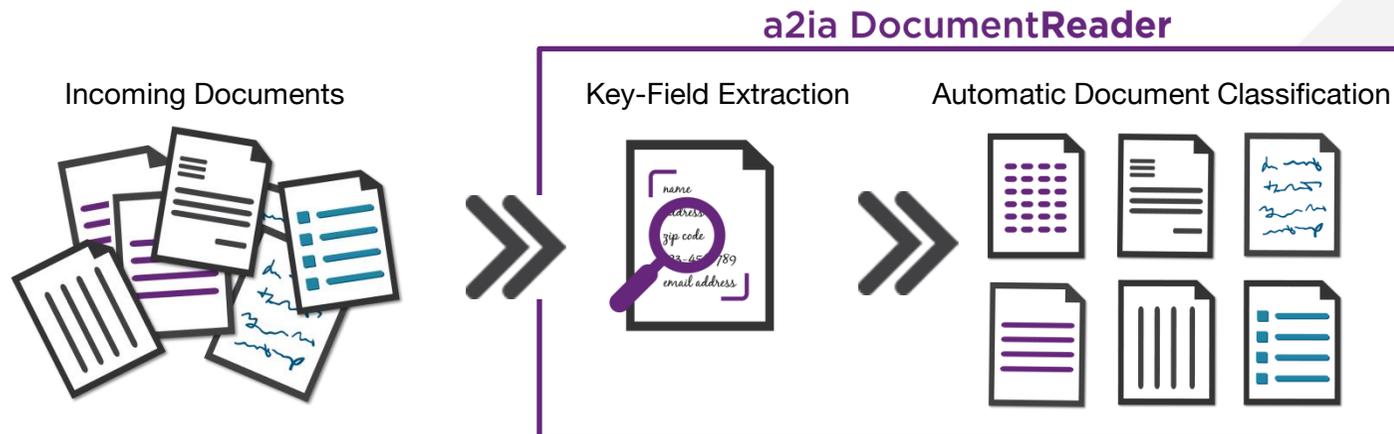
Results

This new workflow, which includes *a2ia DocumentReader*, automates the processing of millions of pages each year, allowing for significant productivity gains, a reduction of errors, and decreased operational costs.

a2ia DocumentReader automatically extracts the cursive handwritten data (telephone numbers, first and last names, account numbers, etc.) and classifies the letters according to their business area (internet, mobile phone, etc.) and subject (change of address, complaint, etc.).

"This is not the first time that we have been selected for a project in the telecom industry," said Jean-Louis Fages, A2iA President & Chairman of the Board. "Once again, it is A2iA's ability to process the most complex documents that has made the difference between A2iA and other seemingly similar solutions."

a2ia DocumentReader
automatically classifies 80% of the incoming mail & reduces manual data-entry by 80%