



Case study

Interflora France Chooses a2ia FieldReader to Automate Orders from its Network of Florists

Overview

Last October, Interflora France, the French division of Interflora, the world's largest flower delivery network, automated the processing of orders for flower deliveries so that they could offer quicker, more reliable service to their customers. *a2ia FieldReader™* was chosen as the core recognition engine to process more than 1.4 million forms annually, in two processing centers, Lyon and Paris.

Challenge

Interflora was receiving millions of faxes with orders in a variety of different formats, many in freeform cursive handwriting, which were slowing down their ability to process orders efficiently.

After receiving huge surges of orders that risked overwhelming their systems, and rising costs to process these orders, Interflora needed to find a solution. As with current A2iA end-users such as the UK Royal Mail during the holiday season, the US Treasury during tax-refund time, and The American Cancer Society during their annual Relay for Life fundraiser, the number of Interflora orders can vary greatly each day. For example, up to 10% of Interflora's annual orders are generated on Mother's Day alone.

Solution

With the aim of processing orders for flower deliveries more rapidly and more cost-effectively, Interflora France wanted to introduce an automated order-processing system with two centralized processing sites: Lyon and Paris.

a2ia FieldReader's unique technology, capable of automatically recognizing all types of fields (constrained, unconstrained, check marks, numeric, etc.) and any style of writing (machine printed, freeform cursive handwriting, etc.) made it the perfect fit for Interflora's project.

Additionally, *a2ia FieldReader* has been proven successful in its ability to cope with large fluctuations in the volume of paper being processed, as well as its ability to efficiently use multi-threading.



Results

Directly integrated into Interflora's computer system, the *a2ia FieldReader* engine will initially process the 70,000 faxes sent every year to the Lyon center and then gradually increase production through 2009.

This year, *a2ia FieldReader™* is expected to process an annual volume of 200,000 faxes at the Lyon center alone. By 2009, *a2ia FieldReader* will process approximately 1.4 million orders per year, with peaks of up to 70,000 forms daily.

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