



MARSHOEK Innovative Service Bureau Introduces Client Self Service, Streamlining Operations

THE COMPANY

Marshoek provides financial administration services for retail clients in The Netherlands, including grocery chains, pharmacies, garden centres and druggists.

The company processes and archives invoices, receipts, contracts and other financial documents. As part of their mission to deliver high-value client services, Marshoek continuously searches for ways to improve business processes, reduce operational costs, and implement innovative technology.

“ Marshoek is dedicated to innovation – with our client portal, our service approach and the technology we use. Our client portal provides customers with a single source for managing all administration. Our Scan+ProcessLite web-based capture solution is embedded directly into our portal and – with only two buttons – enables clients to send all of their financial administration directly to us. Marshoek is constantly innovating our business processes: with Scan+Process Lite, we have reduced our document processing costs and improved client service.”

Rombout Soldaat, Program Manager, Marshoek

BUSINESS NEEDS

Marshoek wanted to reduce the volume of paper documents sent by clients and to minimize manual document handling. Benefits would include lower processing costs, higher efficiency and faster client response times. Although Marshoek’s clients emailed documents, many originated in paper format. For example, retail grocers often source produce from local farmers; purchases are typically transacted via paper invoices or hand-written receipts. In 2012, Marshoek reviewed process efficiency and concluded: in today’s digital world, why shouldn’t they digitize incoming client documents? First, clients sent docu-

ments by courier or post to Marshoek to be scanned centrally; however, this resulted in high delivery costs. Next, Marshoek provided scanners to clients free-of-charge with pre-programmed scanner settings, with scanned images sent via email. Although the concept was good, it created additional work for Marshoek. The biggest problem was that clients often changed the scanner settings after installation. The result: image quality and format varied widely, requiring documents to be rescanned or digital images to be converted. The second problem was file size. Because the free scanner software couldn’t separate documents, multiple invoic-

es scanned together converted to one large pdf file. Marshoek’s server then rejected the emails due to attachment size. Because of the various scanning issues, Marshoek often contacted clients to rescan and resend files. With the manual handing of images and additional service calls, Marshoek didn’t achieve the efficiencies and savings initially expected.

THE SOLUTION

Marshoek worked closely with Spigraph Network, a leading provider of intelligent scanning and capture solutions. Ad-hoc scanning – defined as scanning documents upon demand in decentralized



environments – poses issues for many companies. To solve Marshoek’s challenges, Spigraph Network proposed *Scan+ProcessLite*, a browser-based client for distributed scanning powered by CumulusPro. Users can scan from any location and upload documents to a central site. “We make document automation easy”, explains Giulio Battistini, CEO CumulusPro. “Customers can embed document capture directly into customer-facing portals or back-office business systems. Users in any location can launch Scan+Process Lite from their browser and scan documents to a central destination. Marshoek uploads client documents to launch a process. However, *Scan+ProcessLite* can just as easily be embedded further in the workflow – wherever documents need to be onboarded into a business process.”

Marshoek’s implementation of *Scan+ProcessLite* was completed in a few days – this included integrating single sign-on for users and embedding the new scan button into the client portal. When Marshoek was ready to go live, they provided each customer with simple instructions. In their portal (called “Easy to Link”), clients click two buttons to scan and send documents to their individual folder. Documents are converted to high-quality digital images in a standard format based on pre-defined specifications. Marshoek can change scan settings or introduce new functionality using *Scan+ProcessLite*’s admin portal, which pushes updates locally to each client. The new settings are available when clients log in for the next session, requiring no local intervention by customers.

BENEFITS

Marshoek realizes numerous benefits by bringing document automation earlier into their business process and enabling self-service for their clients.

Reduced Document Processing Costs

Up to 50% of the savings of document automation are typically realized at the front-end “capture” part of a document-centric process. Marshoek reduced costs by eliminating post and courier charges, digitizing documents at the client’s location. Thanks to *Scan+ProcessLite*’s reliability, representatives no longer need to correct poor images or ask clients to rescan documents. With less paperwork, consistent image quality, no service calls and no scan errors, Marshoek has lowered their overall document processing costs – a major benefit for any service bureau or BPO. *Scan+ProcessLite* is priced per scan and not license-based; therefore Marshoek can add new clients without additional fees. They expect further cost savings as more clients work with digital documents, reducing the need for document storage.

Lower Operational Costs

Marshoek decreased operating costs for their client portal, service desk and IT infrastructure. The *Scan+ProcessLite* technology is embedded directly into the portal, with the technology invisible to clients. Because of its ease of use, Marshoek has

received virtually no help desk or service calls. Adding new users won’t burden their IT infrastructure, as the client is browser-based, not server-based. The application scales quickly without expensive license fees or additional IT equipment, enabling Marshoek to creatively think about new ways to extend their process to new clients without worrying about skyrocketing operational costs.

Improved Client Service

Marshoek’s clients can now easily manage their financial administration. As all documents are digitized, customers can instantly find invoices, contracts or purchase orders with a simple search on their “Easy to Link” portal – much faster than searching through boxes or file cabinets. Even when clients contact Marshoek directly with administrative questions, it is easier for representatives to respond to queries.

Next, Marshoek’s will introduce new clients to this process and to embed the *Scan+ProcessLite* client in other service portals. “We now have full control over our entire process from the time of the first scan,” states Mr. Soldaat. “This has resulted in higher quality, better performance and lower operating costs. And by constantly innovating with new processes and technology, we can deliver superior business value and a high-level of customer service second to none in our industry”.

ABOUT SPIGRAPH NETWORK

Spigraph Network is the leading provider of intelligent scanning, capture and document process solutions in EMEA. Our robust portfolio includes document scanners from the world’s leading manufacturers, best-of-breed capture software and comprehensive services to automate document-driven business processes. www.spigraph.com

