

# Kofax Mailroom Automation

Quickly engage your customers anytime, anywhere with the only mailroom automation solution that accepts customer mail on all channels and provides complete and actionable mail processing visibility.

## Mailroom Challenges

Mail processing is a vital aspect of every business. Effective customer engagement requires that transactional mail in particular—the mail that relates to new customer onboarding, account opening, services requests, policy renewals, complaints, and other critical business processes—is handled accurately and efficiently.

Yet, in many organizations, it remains too slow, costly and error-prone. And processing errors significantly disrupt line of business operations, causing further delay and added expense. Visibility into mail processing performance is also poor in many operations, with too little insight into service level agreement achievement or process improvement opportunities.

High-value transactional documents submitted to mailrooms drive vital customer communication, product and service requests, and ultimately feed critical decision-making processes that generate revenues. If these high-value documents and information are passed onto downstream systems without productive and sufficient validation, they negatively impact responsiveness, accuracy of decisions and, ultimately, revenue.

## Mailroom Trends

Customer engagement is quickly becoming a multichannel activity and customers now expect your mailroom to deal with documents they submit through paper, email, fax, mobile, XML, or other channels. Multichannel mail processing is the imminent successor of the traditional paper-based mailroom.

Expectation of a rapid response is a new norm for your customers. We are all accustomed to instant internet response, the ubiquity of mobile devices and the “always on” connectedness of the modern world. Businesses that can handle mail-based customer engagement quickly in this context will have a distinct competitive advantage.

## What Is Kofax Mailroom Automation?

Kofax® Mailroom Automation builds on the traditional high-volume, centralized paper mail opening and routing process. It is a smart process application that enables multichannel capture and routing of paper and electronic communications in a digital format to provide a lower cost, more accurate and accelerated operation.

In addition, Kofax expands mailroom functions to support direct input from distributed workers and external stakeholders (customers and partners) for the purpose of perfecting information captured by the organization.

## Benefits of Mailroom Automation

All business processes need accurate information to be executed effectively and efficiently. Kofax Mailroom Automation users benefit from a completely automated business process that perfects the information that organizations capture from any source, for virtually any customer lifecycle touchpoint and transaction type.

### **Better Quality of Information**

Achieve the highest information quality across revenue-driving customer touch points, allowing business processes to perform at speed and with reduced errors and risk, improving customer satisfaction, generating greater customer loyalty and increasing lifetime customer value.

### **Control and Visibility**

Gain complete control and visibility of document and information entry as a holistic process that succeeds before line of business processes begin or progress.

### **Responsiveness to Performance Issues**

Capitalize on actionable insights and take steps quickly to meet service level expectations and overcome mailroom performance issues.

### **Faster Validation**

Accelerate document validation and information correction processes using better automation and more productive involvement of knowledge workers or external constituents, including customers.

## Better Decisions

Improve decision-making due to consistently higher quality of information entering the system or business process, increasing revenue generation and profitability.

## Enhanced Customer Responsiveness

Drive faster turnaround of customer responses and faster requests for additional trailing documents and information corrections.

## Increased Productivity

Achieve greater productivity of knowledge workers by streamlining the movement of documents that are "in good order" and more effectively directing the work required to correct documents that are "not in good order."

## The Market Leader

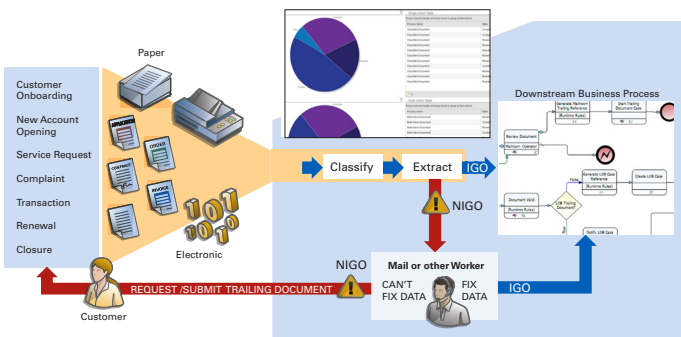
Rated by Forrester Research<sup>1</sup> as leaders in both Multichannel Capture and Dynamic Case Management, Kofax is a leader in the two key capabilities needed to make effective digital mailroom automation a reality. Kofax customers enjoy the partnership with the premier mailroom automation solution in the industry.

Kofax customers successfully process all types of documents, from any source, at any point in a business process. High-value, high-cost business processes can begin or progress effectively because the Kofax solution extracts accurate metadata and corrects any errors in submitted documents. Where needed, Kofax engages line of business staff, customers and others to ensure missing documents or inaccurate information are captured or corrected.

Kofax Mailroom Automation provides:

- Added visibility, control and process automation to all mailroom tasks
- Ability to encompass all new mail channels including mobile, MFP and web submission
- Extension of business rule validation to the customer, line of business or any other point where knowledge resides to perfect "not in good order" documents

Processes that took days and weeks of iterative corrective action can now be triggered and resolved in minutes using Kofax Mailroom Automation.



Real-time tracking and visibility

## About Kofax

Kofax® is a leading provider of smart process applications for the business critical First Mile™ of customer interactions. These begin with an organization's systems of engagement, which generate real time, information intensive communications from customers, and provide an essential connection to their systems of record, which are typically large scale, rigid enterprise applications and repositories not easily adapted to more contemporary technology. Success in the First Mile can dramatically improve an organization's customer experience and greatly reduce operating costs, thus driving increased competitiveness, growth and profitability. Kofax software and solutions provide a rapid return on investment to more than 20,000 customers in financial services, insurance, government, healthcare, business process outsourcing and other markets. Kofax delivers these through its own sales and service organization, and a global network of more than 800 authorized partners in more than 75 countries throughout the Americas, EMEA and Asia Pacific.

For more information, visit [kofax.com](http://kofax.com).

<sup>1</sup> Forrester Research Reports:

August 2012 "The Forrester Wave™: Multichannel Capture, Q3 2012"

January 2011 "The Forrester Wave™: Dynamic Case Management, Q1 2011"

computron

An Aptean Company

Computron Melbourne  
Level 1, 541 Blackburn Road  
MT Waverley, Vic 3149  
Phone: +61-3-9005-4910

**KOFAX**  
Diamond Partner

[www.computron.com.au](http://www.computron.com.au)

[www.kofax.com](http://www.kofax.com)

**KOFAX**