

Non-Profit Organization Overhauls Remittance Processing for Faster and More Cost Effective Operations

Animal welfare organization relied on manual processes and outdated equipment to manage cash, credit card, and check sponsorship payments

Challenge

- › System inefficiencies slowed worker productivity when scanning checks and processing payments.
- › Exceptions were handled manually, resulting in errors and rescans.
- › No streamlined way to capture and integrate marketing data into a CRM system.
- › Entire process, from payment receipt to deposit, took 4-5 days.
- › Antiquated equipment caused inefficiencies and delays.

Solution

Exela managed all aspects of the organization's sponsorship payment operations. Mail was picked up at the local post office; followed by opening, preparing, sorting, and batching. Next came image and data capture, utilizing advanced intelligent scanning equipment and Optical Character Recognition (OCR) technology. Images were then delivered to the client via an FTP server.

Payments were automatically batched, data corrected and completed, and business rules implemented. Exceptions review and reconciliation took place via a secure, online portal. Deposits were then prepared, along with ICL and Accounts Receivable (AR) files, and dispatched to the bank. Exela also provided a donation repository archive, so the organization could host and view Gift Aid images.

To assist with marketing campaigns, Exela extracted pertinent data from sponsor correspondence to import into its marketing tool. Sponsor data was then uploaded into a customer relationship management (CRM) system. Any opt out customers were identified and flagged, enabling the organization to update customer profiles accordingly.

Benefits

- › **Decreased payment processing time** from 4-5 days to 48 hours
- › **Significant cost savings** by automating traditionally manual processes and replacing inefficient legacy systems
- › **Sponsorship data now captured** from correspondence to inform and enhance future marketing campaigns
- › **Greater adherence to regulatory and data security requirements;** comprehensive security control framework and oversight.
- › **Reduction and/or reallocation** of labor resources
- › **Automated exceptions processing** for faster reconciliation and approval

ABOUT EXELA

Exela is a location-agnostic global BPA leader combining industry-specific and multi-industry enterprise software and solutions with decades of experience. Exela is a leader in workflow automation, attended and unattended cognitive automation, digital mailrooms, print communications, and payment processing, with deployments across the globe. Exela partners with customers to improve user experience and quality through operational efficiency.