

CASE STUDY ON FORMS PROCESSING FOR A US BASED COMPANY



The Customer

Our customer based in the US developed the world's third largest vacation ownership program and initiated the concept of point-based timeshares. This program has granted access to more than 200,000 timeshare owners across the company's resorts in countries like United States, Canada, Mexico, Fiji, New Zealand and Australia.

This company is a wholly owned subsidiary of the world's largest hotel franchisor, a Fortune 500 corporation. This franchisor is also a vacation ownership company and a vacation exchange network.

The Project

The customer's need of the hour was forms processing and creating a marketing database consisting of potential customers. Flatworld Solutions was approached by the customer to carry out this task. To build a database of potential customers, the customer would invite its customers to a seminar and collect data on forms. These forms were to be scanned and uploaded to India by a secure FTP connection.

As a part of our solution, we created a web-based software to index and search forms. Our team would enter and index the data to form a searchable database. The customer used this web-based software database to call and follow-up with the potential customers. This database proved to be an excellent marketing tool for the customer to boost new business development plans.

Our team of 40 data entry operators has dedicated their services for over a year now. The customer's business is segregated into different regions. Every region is identified as a separate profit center and we have a different contract with each of these profit centers. In order to enhance the business focus, we have employed a dedicated team per region with a team lead for every team.

The Solution

Data is uploaded on the secure server in the US. We download this data in the morning session in India and process and upload the forms within 12 hours. In addition to making daily deliveries we also meet certain preset weekly targets. Although the average number of forms processed per day is close to 15,000, there are days when we process 25,000 forms in a single day.

We hold monthly, bi-monthly web conferences and reviews with the vice presidents and project managers of all the regions belonging to the customer. We also have a very effective feedback implementation system to address the problems faced by the regions. Addressing these problems has helped us to attain higher standards of quality and lower turnaround times.

The Results

In the initial stages we provided services to one region in the US. As of now we provide services the entire US and South Pacific region. After availing our services, the customer's experience has been a better one as compared to the experience with their previous vendor. With our services, the customer experienced superior quality output at cost-effective prices with a significant decrease in error rates. The customer has been so happy with Flatworld's work that they have decided to outsource all their projects to us.

Would you also like to outsource forms processing services or any other data entry service?

[Contact us](#) to outsource forms processing services.