

ESTABLISHED U.S. STRATEGIC MARKETING INTELLIGENCE AND DATA SOLUTIONS PROVIDER AVAILS INVENSIS' DATA ENTRY SERVICES AND ACHIEVES 40% BOTTOM-LINE GROWTH

THE CLIENT

A US-based provider of integrated data solutions, serving thousands of customers across the country with data resources, database marketing solutions, modeling and analytics and digital solutions; the client ensures successful campaign deployment to drive marketing success and helps clients acquire and grow a profitable customer base.

THE REQUIREMENT

Swift and accurate manual data capture of 50,000+ handwritten forms on a monthly basis to enable lead generation and improved database management for the client's customers

THE OUTCOME



50,000+ Forms processed through manual data entry per month; 40% saving on resource cost



99% Accuracy in manual data entry of handwritten forms



24-hour Turnaround time (TAT)



Continuing outsourcing partnership



50% Cost savings



ABOUT THE CLIENT

Our client is an established and reputed US-based leading data solutions provider of strategic marketing intelligence and integrated data solutions for businesses. With an experience of over 25 years, the company caters to the requirements of thousands of business customers across the nation, including printers and marketing companies. The company empowers its customers to achieve data marketing success by providing a range of services and technologies, including the largest collection of databases, data services, database marketing, modeling and analytics, and digital solutions that helps companies make use of data effectively.

THE BUSINESS REQUIREMENT

In 2010, the client required manual data entry and processing of 4 types of scanned handwritten forms collected by different customers. Accurate and swift data processing of these forms would enable improved lead generation and database management for these customers. Manual data entry and data processing were not among the core competencies of our client, and investing in talent and technology in-house for this purpose would have been an expensive and non-feasible option.

Having heard of Invensis Technologies' expertise in delivering manual data entry and data processing services, the client approached us for a sustainable outsourcing answer to this business challenge.

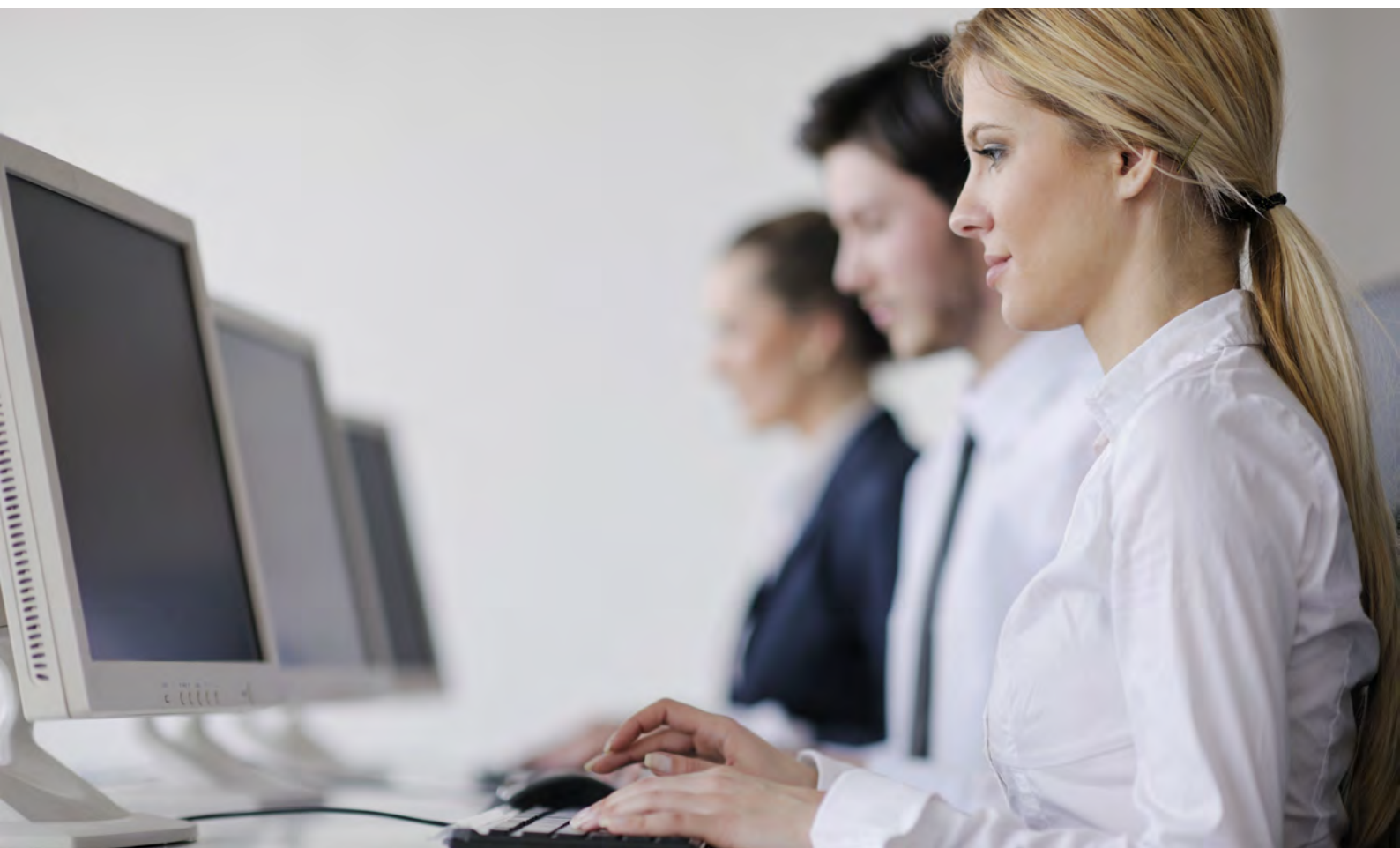
THE INVENSIS SOLUTION

Requirement Analysis

- Close collaboration with the client's team to understand the business requirement of the organization
- Establishing an FTP as the most suitable method for this client's particular process workflow, for its ease of use and data security safeguards
- Selecting qualified and experienced data entry professionals to implement the manual data entry and data capture process and training them as required

Process Implementation

- Efficient capture of important details from the scanned handwritten forms relating to end user information, such as name, contact details, etc.
- Information recorded in an Excel sheet, as per the requirement of the client
- Quality check of all output before delivery
- Accurate processing of more than 50,000+ forms per month
- Email communication on a daily basis to support the evolving needs of the client



THE RESULT



50,000+ Forms processed through manual data entry per month



99% Accuracy in manual data entry of handwritten forms



24-hour Turnaround time (TAT)



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50% Resource cost saving



Scalability and flexibility provided on demand

Being an ISO 9001 certified organization, Invensis has been able to provide the client with accurate and quality-checked output that ensures a clean database for their end users. In addition, the client is assured of stringent information security measures being employed, since we are ISO 27001 certified.

As a result of our swift turnaround time, attention to detail, and responsiveness to the client's feedback and changing project requirements, the partnership continues till date.

INVENSIS FACT FILE

- › 16+ years of experience
- › ISO 9001 and 27001 certified
- › Multiple delivery centers
- › 2000+ trained professionals
- › 9+ service verticals
- › 200+ clients served around the world

OUR WORLDWIDE CLIENTELE



CONTACT INVENSIS

For more information on how Invensis' Data Entry and Forms Processing BPO Services can streamline your business operations, contact us today.





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**Rated One of the
10 Most Promising
BPO Companies in India**