



## Vodafone D2 GmbH

Optimizing customer service using  
Esker DeliveryWare



Far in excess of 300,000 faxes are received and sent per month by Vodafone D2 GmbH throughout Germany. In order to manage this high fax volume, the leading telecommunications provider is completely renewing its fax infrastructure, which was previously not very straightforward. A solution now in use is Esker DeliveryWare, a powerful technology platform for the automation of central document processes. Esker DeliveryWare is helping Vodafone to take steps to future growth: the first step is automated incoming document processing for 14 million incoming documents annually.

### One-stop shop: From innovative fax management to automated incoming document processing

"In particular, Sales, Marketing and Customer Service depend heavily on a well-functioning, powerful fax infrastructure," explained Michael Gössmann, project manager at Vodafone. "Here, we have needed desperately to completely update our heterogeneous fax system landscape, and to optimize document processes overall."

The goal was to increase productivity and efficiency of employees, reduce costs and shorten processing times by optimizing the document workflow. For about 300,000 faxes received or sent per month by Vodafone, this is an important topic. Michael Gössmann: "From 2005 on, we have been looking for a strong partner to support us in implementing a failsafe fax service throughout Germany." Three providers made it to the short list after Vodafone's evaluation phase. "A deciding factor in our decision was, for one thing, for the solution to meet our technical requirements. For another, the price-performance ratio had to be right. Esker convinced us in all respects." The solution provided by ATemp, the system provider and an Esker partner, located in Waakirchen bei München, was implemented and incorporated into existing business applications.

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Michael Gössmann ■ Project Manager ■ Vodafone

### Investment protection and long-term feasibility guaranteed

"Many different processes were optimized by this solution," said Michael Gössmann. All newly concluded customer contracts from the eight regional Vodafone branches are received by fax at the central office and are today forwarded through workflow optimization.

Associated with the large number of new contracts per day are many hundreds of thousands of faxes per month which must be reliably delivered for contractual reasons around the clock. Sales then sends contracts, change notifications, and reports to customers — again via fax. In addition, Marketing can deliver detailed product information and flyers.

Through Esker DeliveryWare, Esker provides a powerful technology platform for the automation of central document processes in the company. This platform offers much more than just fax functionality. The solution is based on the patented DeliveryWare Rules Engine technology from Esker, for the automated recognition and extraction of specific file content. It intelligently combines the processing of incoming and outgoing documents directly into and out of ERP systems, as well as other company applications, in any arbitrary format as a fax, email or in paper form.

Esker DeliveryWare "recognizes" the type of document that is being dealt with, automatically extracts all relevant data at the input side, and formats and converts the data on the output side according to type. In addition, it decides how the document is to be distributed based on rules defined ahead of time. Thus, unstructured data can be converted to file formats such as HTML, XML, PDF, TIFF or text, and can also be tailored according to the respective corporate design, with associated company address, logo, and graphics.

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Michael Gössmann ▪ Project Manager ▪ Vodafone

## Intelligent management for automated inbound document handling

Whereas initially the focus was on centralizing and comfortably configuring fax processes, the Vodafone experts soon recognized that the functionalities of Esker DeliveryWare lent themselves to additional opportunities for process optimization. “For us, it was important that the solution had OCR functionality and workflow components from the very beginning. This allowed us to take the next step in the handling and recognizing of incoming documents of fully utilizing the functionality of the solution, beginning in 2007,” emphasizes Michael Gössmann.

Thus, incoming mail and preparation of documents for archiving is automated through Esker DeliveryWare. Today, documents are scanned in-house or by external service providers and are further processed, sometimes manually entered and imported into systems or transferred to an archiving system. This involves 14 million incoming documents annually. About five million documents with individual customer correspondence come into the central office or individual regional shops. The other nine million documents are so-called archival documents, signed customer contracts that must be archived in read-only format according to telecommunications law. “Esker DeliveryWare recognizes whether a signature exists, and the solution also separates attached copies of personal identification documents since these may not be archived for privacy reasons,” said Michael Gössmann, emphasizing the “cleverness” of the solution.

The automated handling of document input processes now takes far less time and is much more reliable than the previous manual processes. The incoming documents are collected by Esker DeliveryWare using OCR/image recognition, validated through a Web interface and then forwarded through workflow or transferred to the archiving system. Michael Gössmann: “What was particularly important for us was that the solution possess a powerful validation interface and special “learning” functions for recognition when processing and collecting incoming documents using the Web-based document manager in order to ensure that all data are correctly collected.”

“Today, speed and service quality determine competitive advantage in the telecommunications market,” Michael Gössmann concludes. “Today, we possess a very stable solution, incorporated into a fail-safe cluster technology, customer satisfaction is high, and processes have become faster.”

### Client Overview: Vodafone D2 GmbH

Vodafone, a leading international mobile phone provider, operates one of the most powerful and modern mobile phone networks in the world in Germany. With about 30 million customers, Vodafone Deutschland is among the most important national businesses of the concern and is among the largest European telecommunications providers. The corporate headquarters of Vodafone Deutschland are located in Düsseldorf. Through eight branches and more than 1,600 shops and partner agencies, a close relationship to private and business customers of the company has been ensured throughout Germany. The basis for Vodafone Deutschland's success is its employment of 9,000 associates.

[www.vodafone.de](http://www.vodafone.de)

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