



Case Study



READDY Helps Energy Providers Deliver a Frictionless Switching Process

In countries across Europe, multiple energy suppliers compete for residential power and gas consumers. To make it easy for suppliers to show consumers how much they could save by switching, READDY uses Kofax OmniPage Server to support a mobile app that scans and extracts the key information from customers' existing bills and generates quotes automatically.

Work Like Tomorrow.[™]

Captures

Accurate Data Even from
Low-Quality Images

Empowers

Salespeople to Spend More Time
Talking to Customers

Enhances

The Customer Experience,
Incentivizing Conversion

KOFAX

Case Study



Meet READDY

Headquartered in Hamburg, Germany, READDY helps energy companies to make it fast and frictionless to deliver quotes to prospective customers. By scanning a bill from a customer's existing energy supplier, READDY's service automatically extracts the key information required for a quote—reducing manual effort for the customer.

Products in Use

Kofax OmniPage® Server

Focus

Optical Character Recognition (OCR), Customer Experience, Automated Quote Generation

Adding to the complexity of the project, the quality of utility bills could vary greatly, from pristine copies kept in a filing cabinet to coffee-stained, wrinkled documents. Add in the varying camera quality of cell phones and tablets, and developing an OCR engine would require a large team of programmers: something READDY didn't have. The company was keen to stay lean and focus on its own product development, and decided to look for an enterprise-class OCR engine that it could integrate with its new scanning solution.

Solution

With accuracy and reliability at the forefront, READDY began evaluating OCR vendors, putting them through rigorous tests with documents of varying quality. Kofax OmniPage Server provided the most accurate results, handling distortions much better than other vendors tested—a critical capability for READDY's new offering.

Malte Kalkoffen, Founder and CEO of READDY, comments: "Because Kofax has been developing OCR software for such a long time, they created an OCR engine that was far stronger than anything we could build ourselves. Kofax OmniPage Server is a very mature product with robust, reliable, dependable OCR features. As a start-up, we appreciate having a partner with that kind of experience."

READDY was impressed by how simple it was to integrate Kofax OmniPage Server with its new product, hosted in the Azure cloud. Today, the company uses Kofax OmniPage Server running in Azure to process documents and generate PDFs showing the savings customers can expect by switching supplier.



Challenge

When European countries began deregulating their energy utilities, many national authorities allowed suppliers to compete for residential power and gas customers for the first time. For energy companies, winning a new customer is expensive. It's necessary not only to convince the customer to switch utility providers, but also to motivate them to enter all the necessary data to get a new quote in the first place. In addition, this manual data entry increases the risk of errors—driving up the cost of acquisition further still.

READDY saw an opportunity for utility companies to lower their acquisition costs. The company began developing a white-label solution for utility companies that would scan customers' existing bills, run the information through a database, and provide a quote showing how much a customer could save by switching provider. However, for this product to work, READDY needed an OCR engine to recognize the text in the customers' utility bills.

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The deployment process for Kofax OmniPage Server went smoothly, and technical support was on hand to answer any questions that the READDY team had. READDY's team attended the OmniPage Developers Forum in Vienna, Austria, which provided them insight into best practices around OmniPage Server integration. The result is an OCR engine that the company can use as the building block for its new product.

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Malte Kalkoffen, Founder and CEO, READDY

Results

Equipped with a reliable, scalable OCR engine to integrate with its scanning product, READDY is moving full speed ahead with development. The modular software stack the supports the solution means the company can easily adapt its platform to support multiple use cases: from a mobile app for customers to a tablet solution for sales representatives.

By enabling customers to avoid the need to manually re-key information from their bills, READDY's solution empowers sales representatives to spend more time talking to customers—enhancing the experience.

READDY is confident that reducing manual data entry with Kofax OmniPage Server will result in faster, more accurate quotes for customers, helping energy providers to encourage more prospects to switch. As the company prepares to launch its product, it believes the accuracy of Kofax OmniPage Server will be a key differentiator.

Read more stories of success from our global customers at kofax.com

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