KOFAX

Solutions for Retail

The retail business is growing ever more complex and facing increasing pressure on margins due to globalization, increasing competition, declining consumer spending, fundamental changes in consumer behavior and, above all, technology. Retailers are beginning to recognize that they must tailor offerings to individual customers in order to foster greater customer loyalty and gain a competitive edge. Consumers want goods and services to be available immediately, product information to be accurate and the checkout process to be quick and easy.

Meeting these needs requires real-time, actionable information about customers and offerings, and excellent customer service. Doing it right means creating a positive shopping experience using common technologies that customers already use, as well as those for automating and accelerating inbound and outbound processes by capturing and communicating information quickly and accurately.

As the industry undergoes even more radical changes over the next decade, retailers who automate their information driven processes will achieve customer centricity and operational excellence.

Automate Information Capture and Communication

Retail companies can gain significant benefits—such as sustainable cost savings and improved operational efficiency and customer service—by implementing an multichannel capture strategy that automates processes by:

- Capturing all business documents the moment they enter the organization, using standard office equipment, to ensure efficient processing based on accurate electronic information

- Automatically classifying documents, extracting data from paper, fax, printed and handwritten forms, and transforming it all into actionable information

- Seamlessly integrating with enterprise applications and data repositories to trigger and accelerate retail processes

- Coordinating and exchanging information internally and externally about customers, products, services, etc.

- Providing real-time performance metrics on the operational health of the capture system, high availability and disaster recovery for mission critical implementations, and remote, real-time management of system performance to meet throughput requirements

Customer Service Optimization

All incoming correspondence, including paper, fax and email, can be captured electronically at its point of entry in the mailroom. Upon capture, customer specific documents and relevant data are extracted and seamlessly routed to the appropriate applications for immediate access and processing. Powerful data validation ensures that only complete and correct documents are routed to the relevant application or employee. Compliance is supported through fully transparent and traceable data capture and process integration.

Customers can be automatically notified by SMS, MMS, email, phone or fax with information about the receipt of inquiries or orders. Additional or new offerings, promotions, changes or alerts can be added, ensuring fast and proactive customer communication. Customer information captured during automated "inbound" customer service processes can be integrated into sales campaigns and reused for "outbound" customer service processes the same way — automatically, efficiently and securely.

Sales Order Automation

Sales orders enter the organization through multiple channels, including mail, email attachments, fax, phone and online. Traditionally, each order is manually forwarded

through a series of departments and applications—from the warehouse through delivery service to accounting—a time consuming process that not only drives up costs but also impedes the company's ability to process rush orders.

Kofax provides an automated solution that captures incoming sales orders regardless of the delivery channel and format, and automatically routes and integrates the data with existing enterprise applications. At the same time, Kofax automates customer communication and notification regarding order receipt and progress. As a result, fulfillment and delivery times are accelerated, and the likelihood of errors—inevitable in manual processes—is reduced by orders of magnitude. Chain stores as well as individual businesses can thus improve turnover, shorten time to market and improve customer satisfaction, which ultimately enables them to do repeat, profitable business.

Invoice Processing and Financial Process Automation

Retail companies must deal with a huge number of mostly distributed suppliers every day. It is extremely important that the back end systems support this volume and breadth of business partners. Automating the end-to-end accounts payable process—from the capture of an invoice to its final, controlled release into an ERP system via workflows—is the foundation for improved cash management, supplier management, compliance and process efficiency. It covers the entire invoice lifecycle: receipt, capture, entry, review, coding, discrepancy resolution, approval, payment and audit. Increased accuracy and efficiency, and significantly reduced risk and cost, are ensured through automated capture, classification, data extraction, validation, error recognition and workflows to manage the review, coding and approval process for PO and non-PO based invoices.

Records Management Cross Business Processes

Retail companies can automatically capture and digitize large volumes of paper and electronic documents and use automatic classification to route them to the right systems and data repositories—quickly, securely and consistent with mandated records retention, disposition and privacy policies.

Requests from both internal departments (such as legal and operations) and external customers and suppliers can be answered and acted upon on the fly, as the electronic files can be easily found in the data repository, eliminating the need to access and search paper archives.

Discover more about Kofax solutions at kofax.com

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