# DocuWare®

## Looking Good with DocuWare

**Since 1886, AVON consultants have been selling beauty products. They are now the largest direct marketer in this field, with representatives working in 143 countries around the world. One of these successful locations is Portugal, where more than 20,000 consultants are helping over 3.6 million customers look their best.**

**With tools supplied by DocuWare, the internal employees of AVON are now better able to process the 1,000 orders they receive daily and respond more quickly to complaints. The company's customers are happy with the better service, while AVON Portugal can smile about its significant reduction in costs - this made it possible to amortize the $130,000 investment in the new DocuWare document management system within one and a half years after installation!**

### Requirements and Organisational Framework

AVON offers a 100% satisfaction guarantee on its cosmetics products and has equally high standards for its customer service. AVON products sell via kiosks, beauty centers and the Internet, but the most common way is still the "traditional" AVON way of direct sales. It's the personal relationship with their AVON representative that AVON customers value most, and they rely on expert advice and a great personalized service.

Needless to say, the representatives can only live up to these demands if they are backed by a sound and reliable organization which can process orders quickly and can answer questions fast.

AVON holds 18 sales campaigns each year. Each campaign has its own two colour brochure with preprinted forms listing featured items which the representatives fill in with the quantities. The forms - about 1,000 per day - are sent to headquarters where they are digitised by nine people for eleven hours a day. The original order forms are sent back with the products upon delivery. Before the introduction of a document management system, this procedure made it difficult to cross-check an order in an acceptable time frame to resolve any disputes. To keep customers and representatives happy, the company would simply send out products claimed as missing without checking the order form. A document management system was needed to help handle complaints in a more efficient way.

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| **Task:** | Electronic filing and management of order forms, invoices, sales contracts and legal documents |
| **Goal:** | Rational complaint management; saving of time and cost |
| **Solution:** | DocuWare, COLD/READ |
| **Benefit:** | Easy access to documents where research was too time consuming before. |

Other departments were to benefit from quicker and easier access to documents as well, namely the legal department who need access to thousands of legal documents orginated by non-payment; the commercial department to manage sent invoices and the personnel department to handle sales contracts. Additionally, the accounting department was looking for a more efficient way to file outbound invoices.

## Technical Framework

AVON Portugal has a basic 50-user Windows network and the accounting department uses an IBM AS/400

to generate invoices as spool files. The other technical requirement AVON Portugal had was that the document management system had to be compatible with the ReadSoft data capture software which was to be implemented at the same time.

## Documents

The most prominent documents to be included in the document management system were the order forms. Between 1,000 and 2,000 eight page order forms reach headquarters daily, and each order form generates an invoice.

In addition, the solution needed to archive a large number of documents. Among these were the contracts for the sales representatives - 20,000 in total - as well as 5,000 legal documents. Technically, these documents include paper and spool files.

## Solution

All relevant documents are filed centrally in DocuWare file cabinets. Existing paper archives were scanned so that all employees gain fast, immediate access to important documents.

## Process

Incoming orders are scanned and filed automatically. The data capture software reads the sales person number and the number of the campaign from the order form and fills the information into index fields.
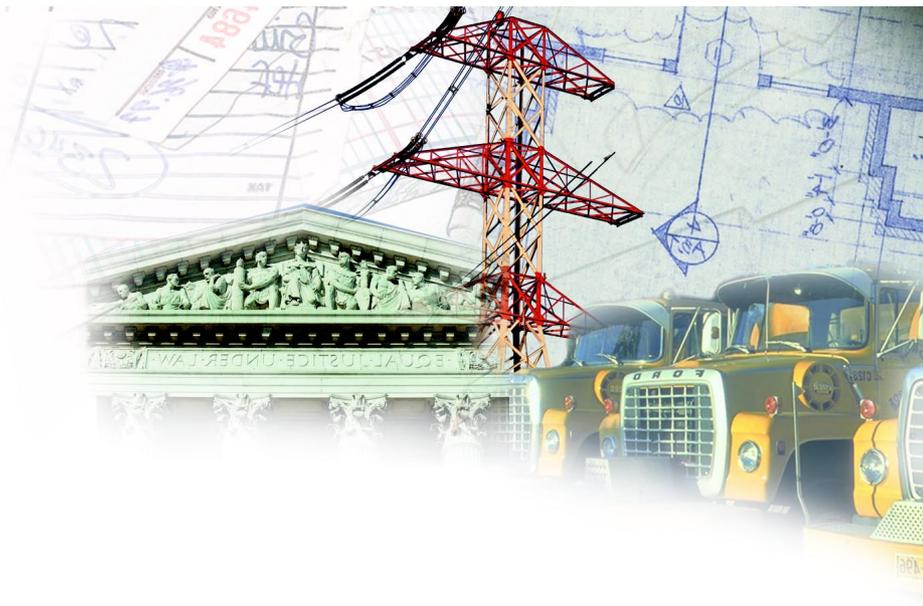
In case of complaints, the call center has immediate access to these scanned documents.

Invoices are filed as spool files; index information is taken directly from the spool data so that these documents are filed automatically as well.

All files are primarily saved on the server. Later on they are stored on DVDs and made available via a jukebox.

## Results

Employees in all departments gained quick access to scanned documents and now information is available whenever it's needed. DocuWare is compatible with the data capture software AVON planned to use, so that even handwritten documents can be indexed automatically.

The data capture software has also been used in the process of filing documents from existing file cabinets after the scanning process.

## The Advantages in Detail

### Better Service

Incoming orders, invoices and legal documents are made available instantly and by mouse click as soon as they are generated or are received. This means that the call center has rapid and complete information to answer questions and complaints from customers and representatives.

With the help of DocuWare, the scanned order forms can be accessed instantly with the press of a button.

In the case of products claimed as missing in a shipment, it's now fast and easy to see if AVON or the beneficiary was mistaken. This helps to fulfill the 100% satisfaction guarantee not only for products, but also for service. Competent answers guarantee customer satisfaction, and since satisfying answers to complaints has proven as one of the best grounds for customer loyalty, in this case DocuWare helps support the customer retention program.

### Saving Cost, Space and Time

Checking orders in response to missing product complaints has become fast and easy. AVON saves costs by not resending products on unjustified complaints. Storing at least 250,000 orders per year - 1 million pages - in paper resulted in more than 100 meters of paper in folders, whereas DocuWare neatly stores all these documents on 22 DVDs, available for research from the desktop.

Besides the call center, other departments are profiting from the document management system. Spool files from invoices are now filed automatically using the COLD/READ module. Instead of printing an original and copies on flimsy paper, only one printout on conventional paper is needed - the one that goes

out to the customer. The copies that have to be kept internally are filed electronically, and the index data is read from the data stream while the document is printed. At a quantity of 1,000 to 2,000 invoices per day this not only saves paper and space, it also saves a substantial amount of storage and sorting time, formerly a full time job for one person. The files are now immediately available for research, and can even be viewed in the original layout due to a deposited template.

It is easy to imagine that with the quantities of invoices AVON has to archive, some filing mistakes are nearly bound to happen when relying on paper. These mistakes resulted in long research times for wrongly sorted invoices. With DocuWare, the long wait times are a thing of the past. Instead of 30 meters of paper per year, the invoice spool files now stored on one easy to handle DVD. The time savings go into more interesting and productive tasks. Accounting processes can be handled faster - and, after all, earlier invoicing means earlier payment.

The same advantages are true for the legal department which has to administer thousands of legal documents, especially ones regarding a failure to pay. And now the personnel department is using DocuWare to keep a firm grasp on the over 20,000 contracts made with employees and consultants.

**According to AVON, all the benefits DocuWare offers result in savings and more efficiency of such extent that the investment of 130,000 USD in hardware, software and consulting had an ROI of 1.5 years.**