



Case Study

Leading Brazilian bank achieves 80% productivity gain by implementing a scanning solution from Kodak Alaris

More than 26,000 **Kodak ScanMate i940** Scanners are now enabling faster, more transparent, and more accurate transactions to the delight of customers.

Situation

One of Brazil's largest banks was struggling to deliver exceptional customer service associated with opening accounts, applying for loans, or providing insurance quotes. The bank was using back-office scanners which led to employees leaving the customers for periods of time to scan documents, resulting in what customers perceived as slow service.

Objective

Implement a distributed scanning solution that will allow employees to scan documents quickly from their work areas with information pulled seamlessly into existing workflows, creating a more transparent and more personal interaction with each customer.

Solution

A total of 26,500 **Kodak ScanMate i940** Scanners including **Linux**, **TWAIN** and **SANE** drivers for compatibility with existing bank systems.

Results

Easy access to fast, reliable, agile scanners has delivered an 80% increase in productivity, greater process automation and agility, and vastly improved attentiveness to the customers they serve.

With thousands of branch locations across the country, one of the largest banks in Brazil provides the full spectrum of financial services to its customers, from basic banking to loans and insurance. With its sizable customer base, transaction efficiency is very important. However, an outdated approach to document scanning was causing major processing delays and raising concerns among customers.

An expectation of timely, transparent transactions

When customers came to the bank, they expected their transactions to be quick, efficient, and personal. Unfortunately, branches were relying on a limited number of scanners, typically tucked away in a back office. As a result, employees had to interrupt their interaction with each customer to leave their desks to scan their forms, ID cards, and other materials. This manner of scanning the customers' information created a digital capture process which took an inordinate amount of time.

Given the long delay, many customers believed that the bank representative had forgotten about their transactions or was possibly tending to other tasks. And not only were they frustrated by the wait, many were uncomfortable with their personal information being taken by the representative to a back office for scanning.

Partnering for productivity

Learning of the bank's challenges, Kodak Alaris Business Development Representatives Adriana Valli and Julio Salgado approached the organization about a new distributed scanning solution. They proposed the use of **Kodak ScanMate i940** Scanners whose output and advanced features rival that of larger devices. The i940 Scanners fit easily into small workspaces and are fully compatible with other business systems in use at the bank.

They then engaged Atos, a Kodak Alaris Authorized Partner, an international leader in digital services, and global IT partner of the International Olympic Committee (IOC). After reviewing the bank's document management processes, Atos worked with Kodak Alaris to craft a solution that not only captures data from documents, but also pulls it seamlessly into the bank's business processes.

"In getting started with a new client, we perform a comprehensive review process to ensure that the combination of advanced technology and new or updated processes will provide them with the efficiency and effectiveness they need to provide outstanding service to their customers," says Atos Account Manager Cassio Beltrame.

An unprecedented investment in efficiency

The bank's purchase of more than 26,000 **ScanMate i940** Scanners is a significant investment in efficiency and customer service. The space-saving device that has the power of a desktop scanner, paired with the flexibility of a mobile scanner, offers the perfect solution for scanning



personal documents in the presence of each customer.

Its 20-sheet automatic document feeder handles documents, business cards, ID cards, and embossed hard cards, and a USB connection can power it as needed. The i940 Scanner is also compatible with most scanning software and features Kodak Alaris' Perfect Page document imaging which corrects color, brightness, contrast, readability, orientation, and background so scanned images may actually look better than the originals.

For Kodak Alaris, working with a partner like Atos was an important milestone for the company as it proved the value of innovation and quality in this key market.

"We demonstrated our technological capabilities for a major company and

delivered a solution that provides significant business process automation and greatly improved customer service. This project is another example of how investing in research and development, and in understanding customer needs, leads to a powerful combination of offerings that drive better business results," says Vanilda Grando, Business Development Director, Kodak Alaris Latin America.

Each customer service representative now has a scanner at their workstation, meaning they can complete transactions quickly and efficiently while continuing to interact with the customer. And customers appreciate the speed and transparency of the much-improved processes.

Want to learn more?

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Kodak Alaris is the proud recipient of the BLI 2016 Scanner Line of the Year award. Bestowed by the world's leading independent tester of document imaging products, the award recognizes the strength of the entire product line, which is reflected in a number of BLI Pick Awards in recent years. In fact, Kodak Alaris holds the most Pick Award wins out of any scanner manufacturer tested by BLI.