PC DATA LEVERAGES OCR FOR ANYDOC® TO PROVIDE CLIENTS WITH HIGHEST ACCURACY

At A Glance

PC DATA CENTERS OF PA

Industry

Document Processing Service Bureau

Challenge

PC Data Centers of PA needed an easy-to-use solution to accurately and efficiently capture data from client documents, including handwritten information.

Solution

PC Data replaced its existing system with a document and data capture solution from CPT Intelligent Technologies, comprised of Böwe Bell + Howell scanners and OCR for AnyDoc software.

Benefits

- Handprint and other data can be accurately captured utilizing OCR for AnyDoc, contributing to a 99.8% data accuracy rate.
- Productivity has increased, enabling a faster turnaround time for client projects.
- Labor costs have been significantly lowered with fewer operators required per project.
- Templates can be updated in a matter of minutes with an intuitive interface, creating a low cost of ownership.

Originally based in New York, PC Data Centers of PA, Inc. jumped into the document servicing market in 1984 by offering their customers the opportunity to outsource the capture of information from a variety of forms. Today, document and data capture software from AnyDoc Software has nearly eliminated the need for PC Data to perform manual data entry to capture their customer's data – but PC Data's reputation for providing a valuable service to their customers has remained.

A document servicing company specializing in data capture and processing, PC Data's client base includes a number of Fortune 500 and enterprise organizations. PC Data serves a multitude of industries, including financial services, pharmaceutical, government, education, healthcare, retail and more, quickly turning clients' paper documents into useable data.

Currently located in Wilkes-Barre, PA, PC Data is known for their dependable, unfailing service, the integrity of the processed data, quick responsive communication, and fast turn-around. Deploying a powerful combination of the latest technology as well as taking pride in a job well done, PC Data offers their clients an industry-leading 99.8% data accuracy rate.

Challenge

With an existing scanning and document and data capture solution in place, PC Data was familiar with Optical Character Recognition (OCR) technology. However, in 2004, when it came time to replace their scanning hardware, AnyDoc Software reseller CPT Intelligent Technologies, Inc. also showed them a demonstration of OCR for AnyDoc®. "We had been using our existing system from Captiva for a long time," said Bill Kelleman, Programmer/Database Administrator at PC Data. "But when we saw how easy the OCR for AnyDoc interface was to use and the high level of data accuracy it provided, we knew this was the software for us!"

> *"…When we saw the high level of data accuracy OCR for AnyDoc provided, we knew this was the software for us. . ."*

Using robust character recognition engines, OCR for AnyDoc is able to identify and capture data from scanned documents containing machine print, mark sense boxes, bar codes, and handwritten text. The capability to accurately capture handwritten information off of paper documents was especially important to PC Data, who was retained by a national office supply retailer to process their reward program registration cards. A critical piece of the office retailer's customer loyalty and retention strategy, it was imperative that the customer data captured from the registration cards was accurate. After seeing a demonstration of OCR for AnyDoc, PC Data felt comfortable trusting the data capture to AnyDoc.

Solution

With OCR for AnyDoc, Kelleman easily created a template to automatically capture the desired data from the registration card. As a service bureau, PC Data has little to no control over the format of the documents they process for their clients. Kelleman commented: "Often a client will make a change to a form that requires us to create a new template. From a programmer standpoint, this used to be time-consuming, but with the AnyDoc solution, I'm able to update the template in a matter of minutes." He continued: "The AnyDoc solution is so intuitive, I was able to use the software right out of the box. Between the software's GUI design and the excellent service provided by CPT, we are able to easily handle nearly any new document format."

After being scanned by one of PC Data's Böwe Bell + Howell scanners, the registration card image is automatically enhanced to provide the clearest, most accurate image possible. This includes rotating or straightening the image if it was skewed during the scan, removing any specks, and lightening the image if needed. OCR for AnyDoc then separates the data from the "form noise". Registration card elements such as character boxes and lines are recognized as non-data and ignored. This allows data previously obscured by poorly printed characters or other elements, to be cleaned up and regenerated for greater recognition.

> *"…The AnyDoc solution was so intuitive I was able to use the software right out of the box…"*

Using the cleanest image possible, OCR for AnyDoc then captures approximately 15 fields of data from the registration card, which is primarily handwritten, including the customer's name and address. The customer's address is used for a variety of member-only communications, including special offers and savings, so providing an accurate address for the client's customer database was very important to PC Data. With daily card volumes topping 7,500 at the program's peak registration period, PC Data needed a quick and accurate way to validate a customer's address.

PC Data decided to utilize OCR for AnyDoc's AccuZip module to validate the captured addresses. AccuZip automatically compares each captured address against a database compiled from the United States Postal Service that is updated monthly. If an invalid address is encountered by the software, the address is automatically corrected using the AccuZip module, without any operator intervention. This allows the processing speed to be increased because operators do not need to manually confirm the validity of the customer addresses. Another big time saver during the validation process is that only questionable characters or business rule violations need to be reviewed.

"The technology of OCR for AnyDoc has allowed our business to grow and remain competitive in a changing market – while still providing excellent service to our clients."

– Dorothy Holtzer, President and CEO, PC Data Centers of PA

The Benefits

The combination of OCR for AnyDoc's powerful recognition engines and its ability to apply customized business rules for each field of data collected enhances the accuracy of the data captured by the automated solution. And unlike PC Data's previous imaging solution, even handwritten data is automatically captured with a high degree of accuracy, especially important for projects such as the customer registration cards. Being able to achieve this level of data accuracy creates a competitive advantage for PC Data – one they can pass along to their clients.

> *"…We'd need a significantly greater number of employees if we were to manually key in the data…"*

OCR for AnyDoc also allows PC Data to remain competitive by reducing labor costs. "We began our business twenty years ago, and at that time every project we performed was 100% manual data entry," said President and CEO of PC Data, Dorothy Holtzer. She continued: "Today, I'd estimate 99% of our projects have an automated data capture component. We'd need a significantly greater number of employees if we were to manually key in the data from our clients' paper documents. The technology of OCR for AnyDoc has allowed our business to grow and remain competitive in a changing market – while still providing excellent service to our clients."

Complete Line of Products

Since 1991, AnyDoc Software has met the document and data capture and classification requirements of thousands of companies worldwide. Our products and solutions all operate from the ease-of-use, stability and enhanced functionality obtained from years of experience and innovation.

Products

OCR for AnyDoc® : Automatically capture data from nearly any business document. Eliminate the costs and errors associated with manual data entry.

Infiniworx® : Simplify and automate how your company processes documents with this innovative drag-and-drop workflow development platform.

AnyDoc®CAPTUREit™ : Scan documents from anywhere in the world, perform quality assurance and send images over the Internet to a central location for processing.

AnyDoc®DESIGNit™ : Easily design your own professional forms for printing or to use as a template in OCR for AnyDoc processing with easy-to-use click and select toolbar features.

AnyDoc®EXCHANGEit™ : Convert extracted data to a variety of file formats for use among multiple applications. EDI, XML, ASCII and others are available, as are APIs to leading document management solutions.

AnyDoc®MANAGEit™ : Optimize your AnyDoc processing with real-time monitoring of batch level status, station activity, pending work and more.

AnyDoc®VERIFYit™ : Perform data verification at a central location or off-site – allowing you to save valuable office space. Ensure data accuracy, no matter where your employees are located.

Market Solutions

AnyDoc®CLAIM™ : Automatically process CMS-1500, UB04 and dental healthcare claim forms.

AnyDoc®CLASSIFY™ : Automatically sort, batch and route all your documents, quickly and easily.

AnyDoc®EOB™ : Automatically capture, validate and balance EOB data from all your payors — and increase productivity and decrease processing time while lowering costs.

AnyDoc®INVOICE™ : Automatically process invoices to lower manual data entry costs and turn incoming invoices around in hours instead of days.

AnyDoc®REMIT™ : Automatically capture remittances and checks and the associated critical data for much quicker input into your financial or ERP systems.

AnyDoc®Patient Records™ : Minimize human error by automatically identifying, sorting, indexing and capturing information from patient records.

AnyDoc®MORTGAGE™ : Get critical loan information into your mortgage processing system quickly and with even greater accuracy by minimizing manual data entry and pre-sorting.

AnyDoc®NOTICE™ : Provides quick identification and data capture of insurance policy notices—speeding processing and iincresing opportunities for revenue generation.