



Case Study | Fundraising | Yankee Candle

OnBase AnyDoc helps Yankee Candle Fundraising keep up with growth

Customer

Yankee Candle Fundraising

Employees

94 full-time
35 seasonal

Location

South Deerfield, Massachusetts

Product

OnBase AnyDoc

Departments

Order form processing

“As the business grew, we needed to find a solution to improve our speed and accuracy. OnBase AnyDoc has given us an enormous competitive advantage.”

—John O’Neil, general manager

The Challenge

Yankee Candle Fundraising nearly quadrupled its business over the last five years. Using traditional catalogs and handwritten order forms was working for the company. But manual data entry, as well as sorting and storing the increasing amount of paper order forms, wasn’t. The company needed a better way to manage orders coming in from school groups and non-profit organizations who raise money by selling Yankee Candle products.

OnBase AnyDoc solved all the problems that paper created.

The Solution

Working with OnBase partner CPT Intelligent Technologies, Yankee Candle Fundraising leveraged the OnBase AnyDoc solution to automate the scanning of order forms, minimizing manual data entry and storing them in one central place. With about 70 percent of the company’s business coming from the education sector – groups of grade school through high school students – the solution’s sophisticated hand print recognition functionality works wonders. Using OnBase AnyDoc, even crumpled paper with information crossed off or written in different colors of ink can be scanned into the system for validation.

By keeping all of their order forms in one, secure location, staff spend less time looking for information and more time acting on it. Every day, Yankee Candle Fundraising customer service receives calls from parents asking for a copy of a form that a student has lost or misplaced. At one point, the company had to hire a full-time, seasonal employee to search through boxes and envelopes to find, photocopy and mail the duplicate order forms.

Now, any customer service representative can access and email a digital copy of a form within minutes. “That 40-hours-a-week person can now do something else for us other than the awful task of digging through boxes,” said John O’Neil, general manager of the Fundraising Division. “That’s an immediate improvement to our business and to our customer service.”

OnBase[®]
by Hyland

“CPT Intelligent Technologies has been the best vendor we’ve used at Yankee Candle. OnBase AnyDoc is easy to use and it’s made us look good. It’s been a great experience.”

–Sandy Ruhl, call center manager

OnBase AnyDoc has also made processing large orders simpler and more accurate. Yankee Candle Fundraising relies heavily on seasonal employees and needs them to get up to speed as quickly as possible. Even with proper training, the manual data-entry process left the company vulnerable to human error. Each time a keying error resulted in a wrong product or an incorrect quantity being shipped, it cost the company \$9 to send a replacement. The cost of resolving a large order with four or five incorrect units could add up quickly.

Thanks to OnBase AnyDoc’s automated scanning and validating process, the company cut inaccurate orders by more than 50 percent. Because OnBase AnyDoc is intuitive to use, training time is kept to a minimum, and even new employees accomplish tasks faster.

The Difference

Solves the paper problem: As a rapidly growing business, Yankee Candle Fundraising needed a responsive solution that could be integrated quickly into a paper-intensive process. OnBase AnyDoc provided immediate benefits by taking paper storage out of the equation and giving the company visibility and easy access to electronic documents.

Improves customer service: With one, central location for order information, call center representatives easily access images of the orders to provide answers quickly. Less time is spent looking for information and more time is spent on customer service.

Streamlines training and improves productivity: With 65–70 percent of Yankee Candle Fundraising’s business occurring over an 11-week span, getting seasonal employees up to speed quickly is crucial. The simplicity of OnBase AnyDoc not only lets a seasonal work force ramp up faster, but also speeds the validation process – increasing from 58 orders per hour per employee to 87 per hour.

Reallocates resources by managing workflow: The easy-to-use, intuitive nature of OnBase AnyDoc minimizes downtime. Customer service employees can spend time between calls validating order forms. When they need to take a call, they release the orders so that another team member can complete the task. Orders are never left sitting on someone’s desk, keeping the workflow at Yankee Candle Fundraising moving.

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