

Case Study



FreshPoint Nashville Taps GRM Document Management Services and Fujitsu to Boost Productivity and Streamline Business Operations

FreshPoint Nashville is a part of North America's leading fresh produce distributor and is passionate about its customers' success and its corporate objective to "Help Our Customers Succeed". To achieve that goal, the company is zealous about providing the finest and freshest produce available while running its business with integrity, innovation and efficiency.

Business Needs

For the produce distributor, “customer success” means streamlining their invoicing process by being able to best serve its clients and offer stellar customer service by answering any customer’s question about a shipment, invoice or balance, quickly and accurately. To do this, FreshPoint Nashville turned to GRM Document Management Services, one of the largest and most respected records and information management providers in the US, and Fujitsu Computer Products of America, the market leader in document imaging scanners and services. GRM has a long and successful history of using Fujitsu scanners and has standardized on Fujitsu products for their reliability and superior service offerings, such as its ScanCare program.

Solution

This document management solution, which includes Fujitsu workgroup scanners, has enabled the company to reduce operating costs and dramatically improve productivity in its credit and customer service departments. Using GRM’s Online Record Center, a web-based on-demand solution, FreshPoint Nashville and its customers are now provided secure web access to critical documents and records 24-7. This ability also reduces the number of inbound customer service inquiries and enables the entire company to innovate by centralizing its collections system. As a result the organization saves valuable time and resources while dramatically improving service to its customers.

According to Michelle Harding, accounting manager at FreshPoint Nashville, “By deploying our GRM system with Fujitsu scanners to digitize our invoices, our credit department now saves at least two hours a day. That’s two recovered hours every day that we can put back into focusing on critical business operations and better serving our customers instead of hunting down paperwork.”

For the distributor, accurate record keeping is paramount because actual exchanges between FreshPoint Nashville and its customers oftentimes differ from initial orders. As the invoice passes through the shipment process, credit memos are a common occurrence requiring drivers to make amendments to the invoice before returning to the warehouse with the actual

shipment details. Hardcopy invoices, an integral piece of each of the approximate 500 deliveries daily from FreshPoint Nashville’s three distribution locations, are frequently updated by the delivery driver on the fly based on interactions with the customer. These can include handwritten notations, updated quantities, or other alterations to the original order, depending on the actual exchange of produce with its customer. These changes must be precisely documented on the invoice and put back into the central billing system in order to provide factual data around inventory and billing.

Previously, the company tracked and filed every original invoice hardcopy at one of its four regional locations. These were stored in a room onsite until it was time to cycle out the invoices to its offsite storage facility. This also meant that if there was an invoice inquiry from a customer, service staff had to physically locate the invoice in the storage room in addition to referencing any written notes made on the document to ensure the information provided was up to date and accurate.

With the GRM and Fujitsu technology in place, FreshPoint Nashville has the power and functionality required to digitize and archive invoices from the drivers quickly, while accurately capturing shipment data – included as part of the original invoice or via a handwritten update. Once the driver drops the invoice back at the warehouse it is quickly scanned and saved to the appropriate customer file on the company’s network, heightening efficiencies for business operations.

The Fujitsu scanners are easy to use and equipped with advanced scanning features. For example, the Fujitsu workgroup scanners offer intelligent multi-feed functionality, which significantly improves the batch scanning process because intentional double-feeds, such as a taped receipt or sticky note, can be manually bypassed while double-feed detection is enabled. And because the hardcopy invoices are sometimes worse for the wear when they return to the warehouse, the Kofax VRS software bundled with the Fujitsu scanner has proven very useful to FreshPoint Nashville in cleaning up invoice images that have been soiled and capturing the handwritten notes taken upon delivery.

Benefits

The Fujitsu workgroup scanner is deployed at FreshPoint's Nashville, Charlotte and Raleigh locations and help to boost the organization's document handling productivity without taking up too much space. This compact sheet-fed document scanner offers duplex scanning of up to 80 images per minute in monochrome and grayscale, and can handle up to 60 images per minute in color at 300 dpi, offering FreshPoint Nashville unparalleled image detail as well as speed.

Now, instead of creating hardcopy invoices in four different locations all filed away in separate storage rooms; the company scans all invoices into a centralized collections system that is accessible from anywhere on its network. Not only does this make invoice data available to the credit department, improving the corporate billing process, it also enables the customer service team to better serve customers quickly and efficiently, with accurate answers in real-time. Combining these results, along with the time savings of eliminating hunting down physical files, has rewarded FreshPoint Nashville innovation with significant cost savings and the tools to better help their customers succeed.

Harding continued, "One of the biggest successes of our GRM and Fujitsu implementation was the ability to streamline billing and be more productive with our time. It's also offered our staff, such as credit supervisors, more flexibility and to be more efficient. If they're working offsite, they can now access the invoices too, rather than having to collect and photocopy hardcopies and bring the documents with them, or chance that they won't have the documentation they need to better get their jobs done."

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