

Results

- Saved around 450 hours each year in managing donations and an additional 580 hours on processing correspondence.
- With EzeScan's WebApps a lot more people are updating their details which has freed up around 300 staff hours each year that would have otherwise been wasted chasing supporters, while securing approximately \$60,000 in otherwise lost revenue.
- Saved 55 hours in processing time by using EzeScan Digital Forms for its Christmas gifts, which has resulted in \$48,000 in gross revenue and a 30% uptake in form completion.

About EzeScan

EzeScan provides fast, cost effective business process automation solutions including simplified document back scanning, accounts payable, data robotic process automation, forms data extraction, mailroom/correspondence automation and highly integrated EDRMS capture. With thousands of installations in Australasia, North America and the UK, EzeScan is your ideal digital transformation provider.

The Smith Family also streamlined their rejected payments workflow. Previously, the charity had used a self-help web portal that required supporters to log in before they could update their payment details. EzeScan's Digital Forms Web App tool streamlined this process for donors updating their details after a rejected payment. They now receive an SMS or email with a link to their own unique form where they can update their card details.

"We would send out an email and a text message. It asked supporters to either call us or to go on to the portal and update their details. What we found was a lot of people would click through, but weren't making it past the login page. Now a lot more people are updating their details and are doing it quicker. Because of the unique links, supporters don't have to log onto a portal. Once they update their details, it gets saved to a file and the next day we import it."

This freed up around 300 staff hours each year that would have otherwise been wasted chasing supporters, while securing approximately \$60,000 in otherwise lost revenue. The system is also very user friendly, with 100% positive feedback from supporters who have completed the form.

The Smith Family is now leveraging EzeScan's Digital Forms to replace a number of other paper forms. EzeScan's Digital Forms have been used to replace the paper forms the organisation used for passing credit card information between its customer care and donor data entry teams. With EzeScan no credit card data is stored locally, everything is handled by Token Payments using a secure seamless process. Storing of credit card data is encrypted and securely stored by the merchant vault. Tokenising credit cards is necessary to comply with PCI DSS. Various supporter correspondence with students has also been digitised.

In October 2019, The Smith Family saved 55 hours in processing time by using EzeScan Digital Forms for its Christmas gifts. This resulted in \$48,000 in gross revenue (\$7,500 in net revenue) and there was a 30% uptake (form completion from emails sent).

From late March, The Smith Family began using EzeScan's Digital Forms for birthday packs. Hilellis estimates that if just 30% of supporters switch online, it will result in an additional saving of 220 hours per year in processing time, a \$6,000 postage cost saving and \$50,000 in net revenue.



That's a huge saving on resourcing, volunteer hours, paid staff costs and enables us to focus on doing other work.

Suzanne Hilellis, Product Owner of Supporter Squad at The Smith Family

But perhaps the most important net result for The Smith Family is that it has freed up more funds and resources to allocate to the thing that matters most, helping students in need.