



GENEVA ROCK

COLD/ERM, Workflow Cut Accounts Receivable Process Time by Two Days

With 16 locations, Geneva Rock, a subsidiary of Clyde Companies Inc., is one of the largest suppliers of ready-mix concrete in the state of Utah. A respected and experienced group of contractors offering a wide range of construction services and products, Geneva Rock is privately owned and operated and has strong ties to the community it serves.

Before Geneva Rock utilized document imaging, the plants would send stacks of accounts receivable (AR) tickets to one location to be sorted by ticket type. From ticket type, each ticket would be sorted by number. Each ticket had two parts: one for the customer and one for Geneva Rock's records. Organized by color, clerks sorted out yellow customer tickets that were kept in a file until the invoice was ready to be sent. Yardage adjustments and address, project and account corrections were made by the same clerks separating, editing and approving changes.

The next step in the process included the clerks sorting white tickets for the company to keep for its own records. These tickets were separated by date and plant and stored for reference in the AR Department. After all of the necessary, and sometimes missing, information was handwritten on the tickets, clerks attached the yellow customer ticket to the matching customer invoice and stuffed the envelope for mailing.

Billing errors and delayed responses in customer service needed to be improved. With much of their time devoted to sorting tickets, assembling packets of corresponding information and searching in physical files for tickets and other business process information, everyday business tasks often took a great deal of time. Properly utilizing resources and increasing productivity was essential.

"When customers, salespeople, plant managers, human resources or quality control departments had a question or were researching an issue, clerks searched for the appropriate tickets. Waiting for tickets delayed the invoice process and made it difficult to know when they were ready to invoice customers," says LaNette Andrews, Command Systems Manager at Geneva Rock.

Geneva Rock wanted real-time status of tickets and control of processes. With help from Command Alkon, an OnBase Authorized Solution Provider, Geneva Rock chose to implement the OnBase enterprise content management (ECM) system. Developed by Hyland Software Inc., OnBase is an integrated suite of ECM software solutions, including core capabilities in document imaging, electronic document management, workflow, COLD/ERM and records management.

Streamlining Tickets, Invoices and Statements Increases Speed of Payment

Now taking full advantage of the OnBase implementation, ticket handling is much more streamlined and efficient. To begin the process, electronic AR tickets are created by the COMMANDaggregate or COMMANDconcrete applications and then swept into OnBase at defined intervals using COLD/ERM technology. To accelerate processing, OnBase automatically fills fields using auto-fill keyword sets. These COLD/ERM processed tickets then move into a queue to wait for a matching ticket with a customer signature.

To get the matching signed ticket, a copy of the electronic ticket is printed out at the appropriate concrete plant. Drivers take the printed ticket with them and have customers sign off onsite. The signed tickets are then either scanned into OnBase at the plant or at Geneva Rock's main office in Orem, UT.

OnBase then matches the COLD/ERM electronic ticket and the scanned signed tickets. If the electronic version COLD/ERM ticket is not matched within a certain time frame, it then moves into a research queue, and AR clerks quickly know which signed tickets are missing and begin researching the exception if necessary. If the tickets are unable to be located, the clerk may use the electronic as the scanned ticket to be printed during the invoice process. Exceptions used to be very challenging to resolve as every customer's needs vary. Geneva now utilizes OnBase to route those that need direct attention to the proper employee.

AT A GLANCE

Enterprise content management (ECM) technology such as document imaging, workflow and COLD/ERM have significantly increased productivity and compliance, reduced accounts receivables (AR) processing time and enhanced information sharing for Geneva Rock.

BENEFITS

- Reduces resources devoted to sorting, sending and maintaining the ticket process from 6 FTEs to 3
- Eliminates the need for redundant printing and filing of tickets
- Reduces payment cycle time for increased customer satisfaction and greater productivity
- Centralized solution allows all Geneva Rock locations to access information easily
- Enables Geneva Rock to more quickly identify and resolve exceptions and bottlenecks
- Increases customer service satisfaction with immediate access to customer information

APPLICATION

- Accounts Receivable
- Credit Department

COMPLEMENTARY PRODUCT INTEGRATIONS

- Command Alkon Application Enabler
- Command Alkon Electronic Document Distribution
- Command Alkon Departmental Workflow Server
- Command Alkon COMMANDaggregate® application
- Command Alkon COMMANDconcrete® application
- Kyocera FS-9500DN Monochrome Printer
- Fujitsu Computer Products of America M4097 scanner

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Once the two tickets have been matched, they enter into an invoice workflow where the tickets are paired with an invoice. Once the information is complete, the tickets and the invoice are sent to an "OK to Render" queue. Using OnBase's Image Statements module, OnBase creates a compound statement of all of the information a customer requires including the invoice and AR tickets. An attractive overlay image is then added to complete the statement to send to customers. With the streamlined processes, weekly invoices, which were previously printed on Friday, are now printed on Wednesday.

Geneva Rock is also using OnBase in the Credit Department. Here, credit applications, checks, and credit and debit memos are scanned in and associated to accounts through keywords. Through OnBase's innate cross-referencing functionality, authorized users in any department can double click on an account number or an invoice and access the related credit information.

With all of this related information in a single electronic repository, employees throughout Geneva Rock use OnBase on a regular basis in the interface with which they are most comfortable. Those in Sales usually access OnBase directly through the COMMANDseries application. Using Application Enabler, a tight integration between the COMMANDseries and OnBase makes it possible to easily retrieve and share information between the two applications. In the AR and Credit departments, where they have become accustomed to the OnBase interface, users often choose to stay in the OnBase interface to retrieve information via keyword searches.

Customer Service, Compliance Greatly Enhanced

With the new ticket process, Geneva Rock has completely eliminated manual ticket sorting, and the restructured electronic process has increased clerk productivity significantly. Clerks can spend more time on value-added tasks, concentrating on exceptions instead of matching tickets to 2,000 invoices a week. The process, which used to take six clerks to accomplish, is now handled by three.

Customer service has also benefited greatly from the OnBase implementation. By decreasing process time, Geneva sends out invoices sooner and reduces the time of the procure-to-pay process. With immediate access, customer questions, concerns and disputes can also be handled in less time, increasing customer satisfaction as well as employee productivity.

Users responding to customer service calls can easily retrieve tickets and invoices without leaving their desks. By searching using variable criteria such as account number, name or date, customer information can be pulled up quickly.

OnBase increases compliance as well with automatic audit trails and enforcement of business rules. OnBase keeps a history of each document, recording who looked at the document, when it was looked at and if it was altered, increasing compliance documentation and easing audits. In addition, OnBase Workflow ensures that workers use proper procedure and retains proof the processes were followed as outlined with automatic electronic routing. When auditors come into Geneva Rock, they are given the necessary access into OnBase and can quickly and cost effectively find the documentation they need.

OnBase further increases Geneva Rock's return on investment by condensing multi-part tickets and eliminating the printing of extra documents for filing. Because there is less paper, less paper storage is required. The electronic tickets also allow users and managers real-time access to the status of tickets and invoices. Bottlenecks can be identified and remedied much faster, further increasing efficiency.

With the success of OnBase in AR, Geneva Rock plans to expand the company's use of Workflow to automate more processes such as project management. They also see that it would be helpful in Human Resources where employees could keep drivers' records, licenses and new hire packets.

"The impact of OnBase is obvious to us. It is simply a part of our daily operations. The return on investment is seen through enforced policies, process efficiency, increased security and readily available information," says Andrews. "Our clerks are able to be much more productive, and we can have them focus on high-value tasks that they couldn't before."



a Hyland Software solution

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