

# MAVRO Customer Case Study

## With Help from Mavro Imaging, the Arbor Day Foundation Redesigns and Optimizes Its Donation Processing Operation

*"The hallmark of the system Mavro designed for us is flexibility. We have an extremely complicated payment stream including about 45 different program types and multiple payment methods. In addition, our peak daily volume is up to 12 times higher than our average volume. The Mavro system lets us handle all of this with ease."*

**– Shelley McHugh**

Director of Member Services  
Arbor Day Foundation

**Reduced Total  
Processing Steps  
by 60% and  
Manual Handling  
by 90%**



### THE OPPORTUNITY

The Arbor Day foundation is a nonprofit conservation and education organization committed to actively promoting and encouraging environmental stewardship. The incoming mail stream at Arbor Day is highly complex, including payments for about 45 different program types in the form of checks, credit cards, and cash. Coupons can include surveys, premium check boxes, and address changes, as well as membership numbers and campaign numbers. Daily volumes can fluctuate from a few thousand pieces up to 100,000 pieces during peak seasons, making personnel management a major issue. A manual system was in place for extracting, categorizing, and sorting the incoming mail, for extracting payment and donor information from the documents, and for entering the information into donor databases. The dedicated staff at Arbor Day had achieved as much as possible with a manual operation, but they were ready to use automation to move to the next level.

### THE SOLUTION

Mavro Imaging carefully evaluated Arbor Day's needs and designed a system to address its unique challenges. Now, three Opex AS7200i scanners provide the flexibility to extract and scan all incoming mail, regardless of the daily volume fluctuations. MavBridge™ software categorizes the transactions, extracts member, payment, premium, and survey information, and interfaces seamlessly with Arbor Day's donor databases. Mavro's unique "Virtual Batching" technology means that payments from high priority donors can be grouped together and directed to the most proficient operators for the quickest possible processing. And the Mavro team used its extensive industry experience to suggest practical changes in the coupon design, including the addition of a 2D barcode, to ensure high read rates despite coupon complexity.

### THE RESULTS

Arbor Day can now process even the highest daily volumes within target times and with predictable personnel requirements. An electronic Check 21 file is ready for bank deposit at the end of each day, and Arbor Day is now positioned for PCI compliance. With the new system in place, Arbor Day has reduced total processing steps by 60% and manual handling by 90%. Finally, the MavBridge™ Productivity Suite with Smart Track™ physical check tracking gives Arbor Day an ability to monitor all processing aspects in real time, allowing more accurate reporting and easier problem solving.



OUR COMMITMENT is to exceed every customer's expectation...*continuously*

# Case Study Details

## REQUIREMENTS

### Processing Volume

- Up to 100,000 transactions per day including intermixed payment coupons, checks, credit card payments, surveys, and premium orders

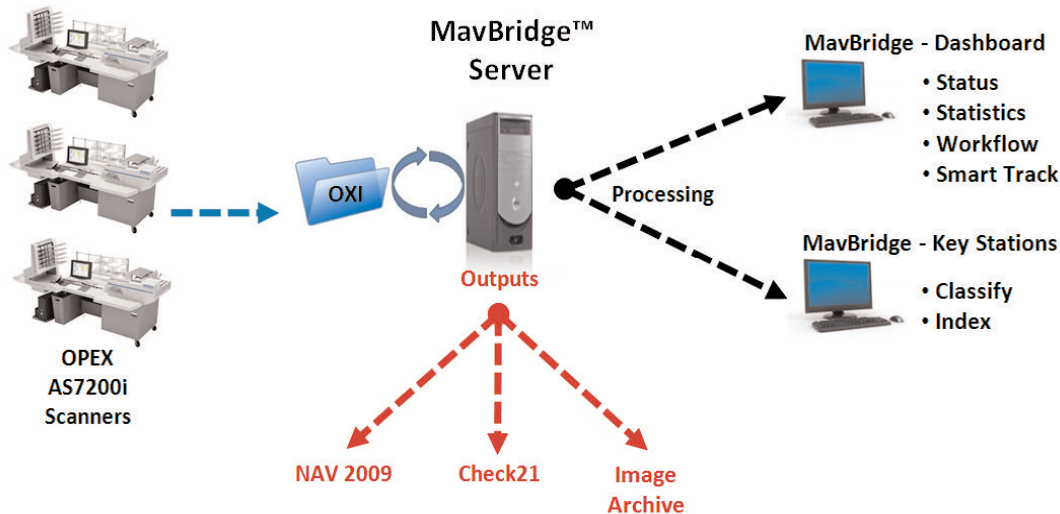
### Quality

- Improved system capabilities by integrating scanning with the donor database
- Real-time statistical tracking and workflow monitoring of the entire system

### Cost Savings

- Greatly reduced need for temporary staff during peak periods
- Improved funds availability

## IMPLEMENTATION



### Key Features

- One Touch Processing – Eliminates envelope and transaction sorting, document preparation, and manual member number lookups while optimizing transaction integrity, throughput, and overall processing quality
- Virtual Batching – Separates documents by type so that specific payment or program types can be routed for the most efficient processing
- Smart Track™ – Cradle-to-grave batch monitoring provides a safety net that eliminates concerns about double-posted checks, lost batches, or mistakenly shredded checks
- Electronic Deposit – Accelerates funds availability, extends deposit deadlines, and eliminates the need for physically depositing checks

*“Mavro’s virtual batching is a key element of our system. It lets us prioritize our processing to get the maximum impact from our most generous donors.”*

– Dan Hoiem

Member Services Supervisor  
Arbor Day Foundation

## BENEFITS

### By The Numbers

- One Touch Processing eliminates the need for many manual sorting and processing steps
- Better coupon design yields consistently exceptional recognition rates
- Check 21 significantly improves funds availability

### Intangibles

- Image enhancement of difficult-to-read documents greatly improves the integrity of the donor database
- New tracking capabilities enhance the ability to meet audit and compliance requirements
- Operator satisfaction increased due to the reduced number of repetitive manual tasks

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