



SUCCESS STORY



“Of all the companies I researched, I received the best communication from Mavro.

They understood the fundraising process unlike anyone else and took the time to understand our process and workflow.”

- **Sharon W. Alford**,
Controller

By Teaming with Mavro, ACLJ Eliminates Manual Processing, Dramatically Increases Throughput and Improves Data Quality

Manual Processing Was Extremely Labor Intensive

The American Center for Law and Justice (ACLJ) is committed to ensuring the ongoing viability of freedom and liberty in the United States and around the world. ACLJ and its worldwide affiliates engage in litigation, provide legal services, render advice to individuals and governmental agencies, as well as counsel clients on global freedom and liberty issues. ACLJ receives between 40,000 and 50,000 pieces of mail each week. Their processing methods were extremely labor intensive, requiring operators to manually sort envelopes, extract contents, create batches, key from paper, and encode and physically deposit checks.

To ensure accuracy, multiple manual balancing was required. And the lack of integration with ACLJ’s PledgeMaker Fundraising Software required that stacks of paper be moved from location to location and be stored for an extended period.

Mavro Designs and Implements an Automated System

After asking her colleagues in the nonprofit arena for advice, Sharon Alford at ACLJ turned to Mavro Imaging for help. The Mavro implementation team worked with Sharon and her support staff to thoroughly understand the complexities of ACLJ’s current processing operation, identify the requirements and goals for a new system, and design a flexible, automated system to meet those requirements and goals.

Mavro coupled Opex AS3690i scanners with several modules from its MavBridge™ Software Suite. Automated document classification, along with advanced image recognition tools such as OCR, OMR, and barcode reading, drastically reduced manual processing and simultaneously increased data output quality.

Mavro’s Smart Batching™ technology supports a One-Touch Processing environment that eliminates envelope and transaction sorting, document preparation, date stamping, and page counting, while optimizing transaction integrity, throughput, and overall processing quality. With Smart Batching™ in place, mixed payment types can be extracted and scanned with no presorting required. The system will automatically recognize each payment type and route the transactions through the appropriate processing steps.

In addition, Mavro’s Image Cash Letter (ICL) module replaced physical bank deposits, and the MavBridge™ image-based workflow eliminated the need for storing documents. And finally, the MavBridge™ Dashboard was configured to



“The learning curve for our Mavro system is virtually nil. The software basically runs itself.”

- Sharon W. Alford,
Controller



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provide real-time status, statistics reporting, and sophisticated end-to-end workflow monitoring.

The Efficiency Improvements Are Astonishing

With the Mavro solution implemented, ACLJ has seen a 66% decrease in processing time, throughput has more than doubled, and the need for temporary workers has been completely eliminated.

The MavBridge™ System provides seamless integration between document scanning on the Opex scanners and real-time donor validation and donation processing within PledgeMaker. Because PledgeMaker is now image-enabled, there is no need to retrieve physical documents. Having the scanned images at their fingertips lets ACLJ personnel automatically connect members with their donations and saves valuable time and office space. The costs formerly associated with manually shuffling paper documents from department to department are gone.

Smart Batching™ allows payments from high priority donors to be grouped together and directed to the most proficient operators for the quickest possible processing. And the ICL electronic deposit capability has accelerated bank deposits and donation posting, thereby optimizing appeal results.

About Mavro Imaging

Mavro Imaging is a proven leader in developing innovative Remittance Processing, Lockbox, and Document Imaging solutions. Our system-wide monitoring tools, extensive security features, and end-to-end encryption capability ensure peak efficiency and operational compliance with ICL, HIPAA, and PCI requirements. The Mavro team excels at fully understanding all project specifications and then collaborating closely with customers to implement the best possible solutions.