



## SUCCESS STORY



“The solution is great, but it’s our relationship with Mavro that has been especially gratifying. With our old solution, I had been beaten down by poor service. Mavro’s consistently quick response is just so refreshing. Mavro support is simply outstanding.”

- **Andrew Pyne**,  
Director, Customer  
Service and Fulfillment



## Harlequin’s New Mavro System Streamlines Complex Transaction Processing and Improves Operations with Analytics & Monitoring Tools

### *Harlequin Wanted to Increase the Versatility and Transparency of Their Processing System*

Toronto-based Harlequin is one of the world's leading publishers of books for women, issuing titles in 34 languages worldwide and publishing more than 110 titles a month. Harlequin’s Buffalo, New York fulfillment center processes an average of 8,000 to 10,000 pieces of diverse types of mail per day with peaks up to 25,000.

The mail received at the center contains a wide variety of transaction types and can include any combination of payments, orders, finder forms, bonus stubs, contest stubs, and other promotions. To handle this variability, the previous system required time-consuming manual sorting of the transactions into more than 20 different categories before they could be captured.

Harlequin management was particularly concerned that a lack of monitoring capabilities severely limited their ability to spot developing problems or identify opportunities to improve operator and system performance. They also wanted to make transaction images more easily available to Customer Service and eliminate the need to courier paper checks to banks in both the US and Canada.

### *Mavro Implements a Tailored, Feature-Rich Solution*

After a very thorough selection process, Harlequin chose Mavro Imaging as the vendor for their new processing system. The Mavro team performed extensive discovery and worked closely with Harlequin to design a system configuration that would meet all of Harlequin’s needs. The new system includes three Opex AS7200i scanners coupled with a selection of modules from Mavro’s Software Suite. Two existing Kodak i4200 scanners are also incorporated into the system for use during peak periods.

With Mavro’s One-Touch Processing and Smart Batching™ technologies, transactions are now handled only once – when they are extracted and scanned – and complicated hand sorting is eliminated. A Quick Review process allows operators to rapidly classify transaction images and to direct them to the appropriate image-based workflow.

MavBridge™ Dashboard’s extensive monitoring and reporting tools provide the ability to manage system and operator performance in real time, allowing better staff utilization, more accurate reporting, and easier problem solving.

MavBridge Connect™ indexes and stores all of the transactions processed by the system. Browser-based access and advanced search capabilities allow

“The MavBridge reporting and monitoring capabilities brought a level of transparency to our service and production that we never had before.”

- **Andrew Pyne**,  
Director, Customer  
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Harlequin’s Customer Service Representatives to easily research transactions when fielding customer questions.

And finally, the system’s electronic deposit capabilities have eliminated the need to physically transport paper checks to banks in both the US and Canada.

### ***The Results Include Reduced Costs and Improved Customer Service***

With the new Mavro system in place, high-cost, labor-intensive hand sorting is no longer required. Image-based Quick Review classification and Smart Batching™ mean that the wide variety of transaction types can be processed much more efficiently and with reduced costs.

MavBridge™ Dashboard continuously monitors all aspects of the system, giving manager’s the performance information they crave, letting them spot problems before they become serious issues, and letting them assign resources where they are needed most. On a long term basis, it also allows managers to accurately evaluate the effect of efficiency improvement efforts and to better measure their ROI.

Harlequin is especially pleased with the performance of Mavro’s Connect™ software. Instead of doing lengthy research and making follow up phone calls as was often necessary with the previous system, Customer Service Reps can now quickly access complete information for all customer transactions and can typically handle issues on the first call. This results in faster issue resolution times and increased Service Rep efficiency.

Image Cash Letter (ICL) electronic deposit allows US checks to be deposited directly into Mellon bank, speeding funds transfer and increasing funds availability. And Mavro worked with TD Bank in Toronto to develop an X9 file format that allows deposit files for Canadian checks to be transmitted directly to Toronto, eliminating the cost of couriers and speeding deposits.

### **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.