



SUCCESS STORY



“Recently, I was working on an implementation with another vendor and all I kept thinking was, ‘Why can’t they be like Mavro?’”

- **Rosie Rickard,**
Vice President of Operations

Mavro Streamlines ResourceOne’s Processing, Ideally Positioning Them for Future Growth

ResourceOne Was Handling Complex Donation Processing with an Intricate Manual System

ResourceOne is a full-service direct communications company specializing in providing nonprofit organizations with fundraising, call center, printing, direct mail, caging, data management, and fulfillment services. ResourceOne believes that the excellence of the services they offer allows clients to succeed in a highly competitive environment.

ResourceOne’s caging staff takes particular pride in its ability to handle the complex processing required by the wide range of nonprofits they service. Dealing with multiple documents from a variety of donation campaigns, complex donation allocations, prayer requests, fulfillment requests, and many other unique circumstances are all in a day’s work.

To deal with this complexity, ResourceOne developed a sophisticated, but mostly manual, processing operation. Incoming mail was opened manually, information was keyed into the donor management system directly from paper, and deposits were hand-carried to the bank. Because keying from paper is prone to errors, extensive and time-consuming quality assurance procedures were needed to ensure the required level of accuracy was being met. Although the processing operation was very successful and well respected for its flexibility, the manual approach was hampering ResourceOne’s ability to grow as much or as quickly as they desired.

Mavro’s Expert Advice, Experience with One Touch Donation Processing, and Demonstrated Capabilities Win Over ResourceOne

ResourceOne staff frequently attends trade shows to keep abreast of the latest industry and technology trends. During one such visit, Rosie Rickard, ResourceOne’s VP of Operations, met Bo Minogue and was intrigued by Mavro’s ability to automate even the most complex processing operations.

Bo arranged for visits to two sites using Mavro systems to process transactions similar to those handled by ResourceOne. The site visits, along with several follow-up meetings with other members of the Mavro team, convinced Rosie that a Mavro system had the flexibility to handle ResourceOne’s work. She was especially impressed with the Mavro team, “They are real industry experts who not only listened, but gave us great suggestions how to handle our work.”

Mavro designed a system for ResourceOne based on two new Opex AS7200i extractor/scanners and a suite of Mavro software modules. The system is truly One Touch; transactions are handled only once when they are extracted and scanned. The system’s ability to seamlessly interface with ResourceOne’s Bernard donor management database eliminates the need to key from paper, and the image-based workflow provides for data capture and validation without the need for extensive manual quality assurance procedures.



“The system is so flexible, reliable, and easy to use that we’ve rarely ever had to call for support. But when we do call, I’m always impressed by the support team’s ability to quickly solve any kind of problem.”

- **Gerald Barbee,**
IT Manager



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Mavro Dashboard software allows ResourceOne managers to monitor system processes in real time and to access extensive operator performance statistics, capabilities they never had before. And the system’s Image Cash Letter (ICL) functionality allows electronic deposit, eliminating paper check transport to the bank.

The Efficiency Improvements Ideally Position ResourceOne for Growth

With a Mavro system in place, the improvement in efficiency has led to a dramatic increase in capacity. ResourceOne can handle up to a fourfold increase in volume without experiencing an increase in costs. This positions ResourceOne for the growth they expect given their extensive capabilities and reputation in the industry, and ResourceOne is seeing many additional benefits.

Increased efficiency means that over 90% of incoming donations are processed and deposited the same day, optimizing funds availability for their clients and maximizing client satisfaction. The integrity of the data passed from the image-based Mavro workflow to the donation management system is vastly superior to the previous paper-based keying process, resulting in more rapid and accurate fulfillment.

The Dashboard’s process and performance measurements allow management to constantly monitor status and maximize the system’s efficiency, and the extensive operator statistics allow managers to reward exceptional operator performance or to encourage improvement where necessary.

The complexity of the old manual processing operation made training difficult and time consuming, with a new employee sometimes taking weeks to come up to speed. The Mavro system is so intuitive and easy to use that training can now be completed within hours.

And while ROI was a major concern for ResourceOne when deciding to implement a new system, the increases in efficiency and corresponding opportunity to expand their business mean that ResourceOne is exceeding their aggressive ROI targets.

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.