



SUCCESS STORY



"I have an IT background, and I've seen implementations that did not go well. The Mavro implementation was a highlight of my career. I can hardly put into words how great it is to have such a 'we're in this with you' relationship."

- **Kenny Boggs,**
Executive Director
Gift Processing

In Touch Ministries Realizes Many Benefits in Their Long-Term Relationship with Mavro

As In Touch Grew, Their Needs Expanded

It all began in 1972 when the "The Chapel Hour" debuted on Atlanta-area television stations. Today, "In Touch with Dr. Charles Stanley" can be heard around the world. In Touch programs reach more than 2,600 radio and television outlets in more than 50 languages, and the ministry produces materials that reach more than 1.5 million households every month. Their mission is simple, "To reach the world with the good news of Jesus Christ."

The In Touch mail processing operation receives many types of transactions, such as donations, prayer requests, campaign responses, teaching letter responses, and correspondence with and without gifts. Although In Touch had automated processes in place, their legacy system required numerous manual operations. A particularly difficult problem was that documents frequently included hand-written notations, requests, and comments. In Touch takes great pride in reading and responding to each of these. But because their legacy system would not let them view entire document images, they had to hand open, read, and hand code each document before scanning the transactions.

Limits such as these meant that the batches of mail received each day could take as many as three or four days to completely process, resulting in significant delays in depositing funds and responding to requests for ministry.

Mavro Worked with In Touch to Design a System Specifically Tailored to Meet Their Unique Needs

About six years ago, Kenny Boggs, Executive Director of Gift Processing at In Touch, was attending a conference and saw a presentation by Mavro. Kenny contacted Mavro and started a discussion about the unique challenges facing In Touch. The Mavro team worked with Kenny and his staff to fully understand the In Touch requirements and design a system to best meet their needs.

Kenny was especially impressed by the Mavro system's "One-Touch" processing and Smart Batching™ capabilities that would allow In Touch to open and scan intermixed transactions with no need for pre-sorting. And as part of its image-based workflow, the Mavro system could display complete documents, allowing operators to read handwriting anywhere it appears on a document and direct the document to the proper workflow based on content. In addition, the Mavro system could easily meet the requirement to output data to In Touch's Donor Direct donor tracking system.

Mavro also recommended purchasing new Opex scanning hardware that was significantly less complex than the existing equipment and would be more efficient when used in combination with the new Mavro software.

In Touch decided to purchase the Mavro system, and it was installed on time and on budget via an implementation process Kenny called, "a highlight of my career."



“When I went on a mission trip to Kenya for two weeks, I didn’t worry about our system for one minute. We rarely have issues with the system. But if we do, no matter who places the support request, we always receive a quick response from Mavro with a sincere ‘how can I be of service’ attitude.”

- **Kenny Boggs,**
Executive Director
Gift Processing



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The Results Exceed Expectations

In Touch now processes approximately 90,000 transactions per month with peaks that can reach 8,000 per day. And instead of taking three or four days to process mail batches as frequently happened in the past, a large majority of the mail is now processed the same day, expediting both deposits and In Touch’s response to simple written requests.

The recommended scanning equipment is easily handling the mail volume, while resulting in an almost 50% reduction in maintenance costs. During the end of year peak period, In Touch would frequently need as many as 15 volunteers to help process mail with their legacy system – now they need one.

Another great benefit is that users of the In Touch donor system can directly access images stored in the Mavro system’s Connect™ archive. This allows them to interact with donors and other callers without the need to switch from one system to the other.

And a noteworthy benefit often mentioned by system operators is the enjoyment they get from being able to easily read the hand-written messages included on many of the documents as they are displayed on their keying screens. Reading the many comments about the positive impact of the Ministry’s efforts on people’s lives helps make using the Mavro system a “job they love.”

Mavro and In Touch Enjoy a Great Long-Term Relationship

Six years after the Mavro system implementation, the Mavro-In Touch relationship is going strong. While the performance of the system is at the base of the relationship, Kenny points to several other major contributors. He mentions the rapid response he gets when he requests support and says that support calls are always “as much a personal conversation with a respected peer as they are a response to our issue.” He is also impressed that, “whoever I talk to, be it a sales executive, applications engineer, software developer, or a manager, it’s obvious that there is an awareness of In Touch throughout the company and they work together to provide the best care for us.”

We’re proud that In Touch sees Mavro as such a valuable partner, and we strive to maintain this type of relationship with every Mavro customer.

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 Check 21, HIPAA, and PCI. The Mavro team excels at fully understanding all project requirements and then collaborating closely with customers to implement the best possible solutions.