



SUCCESS STORY



“The hallmark of the system Mavro designed for us is flexibility. We have an extremely complicated payment stream including 45 different program types with multiple payment methods, and our peak volume is 12 times higher than our average volume. The Mavro system handles all of this with ease.”

- **Shelly McHugh**,
Member Services Director

Mavro Redesigns and Optimizes the Arbor Day Foundation’s Donation Processing Operation

Manual Operations Could Not Keep Up with Daily Volume

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 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.

Mavro Implements a Flexible, Automated System

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. Image enhancement of difficult-to-read documents greatly improves the integrity of the donor information.

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. Mavro's unique Smart Batching™ technology means that different payment types can be extracted and scanned with no pre-sorting. The Mavro system recognizes the payment types and routes the transactions through the appropriate processing steps. Smart Batching™ also allows payments from high priority donors to be grouped together and directed to the most proficient operators for the quickest possible processing.

The image-based workflows in the Mavro system mean that paper documents no longer need to be manually transported from department to department for processing. After scanning and processing are complete, the document images and data are stored in the MavBridge Connect™ Web Portal, which provides



“Mavro’s Smart Batching™ is a key to our success. It lets us prioritize our processing to get the maximum impact from our most generous donors.”

- **Dan Hoien**,
Member Services Supervisor



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easy access to the archived images and data and eliminates the need for Arbor Day to store large amounts of paper documents.

The Highest Volumes Are Now Processed with Ease

With the new system in place, Arbor Day has reduced total processing steps by 60% and manual handling by 90%. The need for temporary staff has been greatly reduced, and Arbor Day can now process even the highest daily volumes within target times and with predictable personnel requirements. In addition, operator satisfaction has increased due to the reduced number of repetitive manual tasks.

An Image Cash Letter (ICL) electronic deposit file is ready for bank deposit at the end of each day, eliminating the need for physically depositing checks and greatly improving funds availability. And with the redaction and other security features included in the Mavro system, Arbor Day is now positioned for PCI compliance.

The MavBridge™ Productivity Suite gives Arbor Day the ability to monitor all processing aspects in real time, allowing more accurate reporting and easier problem solving. Detailed operator statistics let Arbor Day’s managers objectively evaluate operator performance and schedule additional training as needed.

Using Mavro’s Smart Track™ module, transactions are tracked both physically and electronically as they pass through the system. Cradle-to-grave tracking means that there is no more worry about double-posted checks, lost batches, or unprocessed transactions accidentally being destroyed.

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.