VIKING SOFTWARE SOLUTIONS™

A Division of Phoenix Software International®

Systems for data capture and document management

A SOLUTION WITH LEGS

COMPANY USES VDE+IMAGES TO FILL CUSTOMER ORDERS QUICKLY AND ACCURATELY

About HCI Direct

HCI Direct, Inc. is successfully transforming itself from a single product hosiery company to a versatile direct marketing company that offers beauty, style, and wellness products such as Silkies Hosiery, Sculptz Shapeware, Enriche Skin Care, PainVanish, and FastAsleep. HCI is dedicated to customer service, exceptional products and great value.

Most of the products at HCI are offered on a continuity basis. Customers initially receive a free sample of the product and then receive additional products at regular intervals. Customers are given an opportunity to cancel or change the frequency of their shipments when they make their payments.

Time for a Change

Sean Broderick, HCI's Manager of Operations, oversees the processing of payments and customer requests that arrive through the mail. HCI was using an outdated imaging system for this purpose, which had become too expensive to maintain. The company decided that the best solution was to outsource payment processing to a lockbox firm.

The lockbox firm creates an image of the payment form and sends it to HCI. Since these forms have information from the customer about how to handle future shipments, HCI needed a way to capture this information.

VDE+Images, a Perfect Fit

After an extensive search, Broderick and his team found that VDE+Images by Viking Software Solutions fit their needs to a tee. It is capable of reading the compressed TIFF images they receive from the lockbox firm. Also, Broderick can create custom formats and easily make changes to those formats as the payment form changes.

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Broderick said, "The software needed to be flexible enough so I could make changes when I needed to, which I wasn't able to do in the past. Now, I can go in and make changes on the fly and see how it's going to affect our production."

Broderick said "I also found out that if I can't handle it, Viking's support staff can. They have been very good to me. They're very responsive and I get quick turn-around times."

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Accuracy and speed have not suffered as a result of the switch to VDE+Images. The very capable staff at HCI have been able to maintain better than 99% accuracy

on a volume of 2,500 to 3,000 transactions a day. There was a two-week transitional period during which production slowed down somewhat, but now that employees are familiar with the software, they are achieving the same high level of productivity they had with the old system.

Recently, Larry Castell of Viking helped Broderick make an important change to his VDE+Images application. Anytime the marketing department has a new promotional offer for customers, which is quite often, there is a change to the payment form. Broderick doesn't always have time to make the necessary changes to the corresponding screen format to give operators a place to key in the new data. Consequently, the operator would often have to write down the customer number and the product that the customer wanted and go into the mainframe system and key the information in manually. Now, with Viking's help, keyers can put a code directly into the VDE+Images screen that corresponds to an HCI product. This change has ultimately increased productivity by more than 50%.

Summary

Broderick and everyone at HCI are happy with the choice they made. VDE+Images is a simple, flexible, key-from-image system, and the knowledgeable support team at Viking Software delivers helpful solutions quickly.