



IKON Case Study

GreenStone Farm Credit Services

Leveraging Technology for Excellent Customer Service

CHALLENGE

- Reduce the time required to process loan applications
- Leverage existing equipment
- Maximize user comfort

SOLUTION

- Distributed capture solution with MFPs and scanners
- Small kiosks with the eCopy ScanStation touch screen interface
- Kofax Ascent Capture releases to Microsoft SharePoint

RESULTS

- Fast, efficient and secure digital workflow
- High user acceptance
- Reduced need for on-site support

In 1917, a year after the United States Congress created the Farm Credit System, Michigan's farm credit associations, which ultimately became GreenStone Farm Credit Services, approved its first farm mortgage loan. For the first time, farmers had ready access to amortized loans. GreenStone Farm Credit Services is now Michigan's largest agricultural lender. Today's agricultural operations are larger and more sophisticated than ever before, and it is GreenStone's goal to remain responsive and continue to offer the best services and interest rates possible.

GreenStone FCS provides financial services to the agricultural industry — including short, intermediate and long-term loans, equipment and building leases, life and crop insurance, accounting and tax services, and appraisal services. Headquartered in East Lansing, MI, GreenStone is the country's fourth largest association in the Farm Credit System, a \$3 billion organization with 15,000 customers and 37 branches throughout Michigan and Wisconsin.

CHALLENGE

On average, GreenStone receives approximately 120 loan applications per day. In keeping with its reputation for excellent customer service, GreenStone was looking for a way to reduce the time required to process loan applications. According to Nic Roberts, Vice President of Information Services, "The faster a loan is approved, the sooner the customer can spend the money. It all adds up to better customer service."

In the spirit of keeping costs in line, GreenStone also wanted to leverage existing technology and have the simplest possible scanning interface with the smallest footprint for ad hoc scanning at its branches. The firm already had multifunction copiers equipped with eCopy in many of its branches, and had a Microsoft SharePoint-based workflow application at its headquarters, but getting images of multi-page loan applications into the approval process was cumbersome, involving significant manual user intervention.

With a new process, the GreenStone management team also wanted to take into consideration employee satisfaction, productivity and retention and did not want employees to perform validation at the scan station in the shared copy/print room, but was looking for a solution that would allow this to be done more comfortably from the employee's desktop.

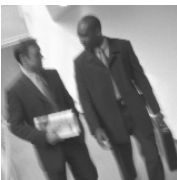


A RICOH COMPANY

IKON Case Study



“IKON has helped us improve customer service, and we anticipate leveraging the solution for even more improvements in the future.”



SOLUTION

GreenStone turned to IKON Office Solutions to find a cost-effective solution that leveraged existing investments and would deliver improved results. After carefully studying the existing process and future vision, IKON recommended an eCopy and Kofax distributed capture solution that would take advantage of GreenStone's existing installed eCopy ScanStation base. For branches that did not have eCopy in place with a multifunction copier, IKON recommended scanners built into small kiosks with the eCopy ScanStation touch screen interface. This approach allowed a homogenous process across all branches irrespective of equipment.

Users can now easily scan documents using the eCopy ScanStation touch screen interface and send them to a local Kofax Ascent Capture server. Users then access the documents from their Ascent Capture desktops; validating and assigning the images to a loan file for automatic indexing and batch transmission to the Ascent Capture Internet Server at headquarters after business hours, minimizing network load during busy office hours. When necessary, images can also be sent in real time. Images and metadata are then released to an automated SharePoint-based electronic document workflow for loan application processing.

RESULTS

The IKON implementation has given GreenStone a fast, efficient and secure digital workflow for processing loan applications. Roberts says, “We were delighted that IKON was able to help us develop a solution that leveraged so much of our existing technology and kept investment levels in line. The new system is very easy to use, and user acceptance in the branches has been extremely good.” Roberts also points out that with all of the confidential information contained in loan applications, the security of the solution is a huge benefit.

With eCopy and Kofax remote administration capabilities, staff at GreenStone headquarters are able to remotely manage any issues or problems at the branches, reducing the need for on-site technical support. “With eCopy and Kofax, we got the best of both worlds for our distributed capture environment. The IKON team really listened and understood exactly what we needed, implementing a great solution”, said Roberts.

Looking toward the future, GreenStone plans to integrate its eCopy workflow with Captaris RightFax, an option IKON allowed for in the original solution design. Roberts says, “Many of our supporting loan documents are received by fax. With eCopy/RightFax integration, we will save a fortune on fax — we can leverage our existing multifunction copiers, save on equipment and supplies, and reduce the number of fax lines.”