



Invu:

Newhall Publications

Instant access & extra revenue

Discover how better service and lower costs mean that Invu has been a key part of everyday working for the Candis magazine publishers.

“Invu’s integration capabilities allow us to view all our documents instantly in our own line-of-business application.”

INVU:

Newhall Publications

Document Management | Link Manager

- Integration with Myriad -



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Chris Harman,
IT Director

Founded in 1962, Newhall Publications Ltd is a family owned company. It publishes Candis the magazine of Candis Club which has donated over £53 million to health charities in 48 years.

The Challenge

Candis is one of Britain's best-selling women's monthly magazines, with a paid-for circulation of over 260,000. It has more subscribers than any other women's monthly magazine and features information on health and lifestyle, celebrity profiles, charity news and consumer affairs.

The company has always focused on delivering productive systems - Newhall Publications was the first company to launch a data capture solution on a PDA with O2 in the UK.

Previously delivered by hand, the company made the decision to streamline the business operations in 2000 and sell the magazine by postal subscription. This in turn created a mountain of direct debit forms that needed to be processed as quickly as possible. Without a huge number of staff, the process would take some time. Chris Harman, IT Director explains, “We were receiving 20,000 forms a month and had to process them within a month. We couldn't let the customer go cold. During this period we were also getting lots of queries as well and this meant more time retrieving paperwork from storage. We realised that document management could help us to accelerate our processes and reduce costs.”

Solution Summary

- ▶ Reduced Costs
- ▶ Enhanced customer service
- ▶ Instant access
- ▶ Space savings
- ▶ Extra revenues



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The Approach

Chris was confident that by scanning the documents into Invu, this would reduce wasted time, providing instant access to critical information when handling queries. *"We looked at five different document management systems, and chose Invu as it needed to fit with the existing infrastructure. It was miles cheaper - it is just astounding the amount of features it has for the price. Some of the others we considered were four or five times dearer."*

"Invu's integration is the best IT development in my 8 years at Newhall. It made our jobs so much easier."

Reducing Expenditure

Extra staff were employed to cope with the initial paperwork following the move to subscriptions. *"All members had to physically complete a direct debit form so we needed more staff to reach them all,"* Chris explains. *"Without Invu Document Management we would have had to expand the staff numbers considerably."*

Accelerating Business Process

Document retrieval speed is a major factor that enables the company to answer queries quickly, enhancing customer service levels.

The customer service team generates correspondence via Word templates from Invu. As well as being a repository, Invu Document Management can also be used as a jump point to create Office documents. Information is entered and the completed document filed automatically. It can then be emailed or printed. Emails are also captured ensuring that all customer correspondence is stored securely and easily retrievable. Customer Service Manager Mary Anderson *"The Invu integration is the best IT development in my eight years at Newhall. It made our jobs so much easier."*

"The average time to retrieve a document before Invu was five minutes. This involved a trip to the archive and a search through 950,000 documents to find the form."

Migration Benefits

Following Invu's success in streamlining their business processes Newhall Publications upgraded to the latest version of Invu in 2008, enabling even faster access to documents. *"The average time to retrieve a document before Invu was five minutes. This involved a trip to the archive and a search through 950,000 documents to find the form. With the latest version of Invu and the integration to Myriad it's now less than two seconds - everything is accessible instantaneously,"* explained Chris. *"The immense time saving means we don't need as many staff."*

API Integration

In 2009, Newhall Publications chose to integrate Invu Document Management with Myriad, publishing software incorporating all customer relationship information from subscription management through to accounts. This allowed the customer service team direct access to all files. Chris explained *"Invu's integration capabilities allow us to view all our documents instantly as we work in our other software. Invu has augmented the way we work not interrupted it."*

Income Generation

Newhall currently stores 950,000 documents in the repository, saving an enormous amount of space. Chris continued *"Although physical space has never been a problem, Invu has allowed us to confidentially shred those documents. Half the space in the building was used for storing these documents. Releasing the space has allowed us to diversify into other areas. We now use the ex-storage room as a third party call centre for 25 agents and this brings us further revenue."*

About Invu:

Invu develops both Electronic Document Management (eDM) and Accounts Payable (AP) software solutions for a range of sectors, particularly those which are highly document dependent or where compliance is important. Invu's comprehensive product suite encompasses document and content management, workflow, document automation and collaboration solutions.

INVU: