

TOSHIBA



Fletcher Jones Motorcars shifts into high gear with Document Management.

Fletcher Jones Motorcars uses document management to store sales documentation and repair orders. This digitization of documents allowed fast access to information, stellar customer service and a cost reduction of over \$40,000 annually.

Customer: Fletcher Jones Motorcars

Country: USA

Industry: Auto Dealership

FLETCHER JONES MOTORCARS

THE NATION'S #1 MERCEDES-BENZ CENTER

Boosting team success.

Selling 700 cars a month meant the dealership generated a lot of paper files! Office space at FJM is at a premium and the company could only store six months of documentation onsite. The company's cashiers and temporary employees regularly boxed up records older than six months and moved them to a third-party offsite storage facility. Onsite paper records took up so much space that call center employees were spread throughout the building, limiting collaboration within the department. Employees were constantly visiting the file room to access information. With only one way of looking up information, by Vehicle Identification Number (VIN), file retrieval was slow and could take as long as 24 hours if the record needed to be brought by courier from the offsite location. The paper-based system was the source of process inefficiencies and was costing an estimated \$40,000 annually.

“Document management’s search capabilities allow us to search by any index field. We can search by phone number and get a list of every car a family owned or all the services done on a particular model. The search capabilities, are infinite.”

– IT Director, Wayne Fitkin

Wayne Fitkin, IT Director for Fletcher Jones Motorcars, spent three years researching electronic document management solutions and compiling a detailed list of requirements. He wanted a system that could index automatically without the need for manual intervention, and one that had the ability to scan documents and separate pages into individual records. The system needed to be an out-of-the-box solution that didn't require extensive programming and could provide employees with web-based access to information.

Document management was successfully installed. Now documents on completed work are scanned and automatically separated as needed, into multipage repair records. Using OCR technology, the RO number is “read” from the page and used as a match-code to pull indexing information from an existing database; indexing the document without manual intervention. For compliance reasons, original paper documents are kept for four years and then destroyed. If an original document is required, the electronic record specifies which box contains the record. Sales documentation is scanned and automatically indexed in a similar way. Employees can access the information through the company intranet using a web browser.

FJM employees now have instant online access to information. This improved employee productivity and raised job satisfaction ratings. Customer service also improved dramatically as documentation could be retrieved faster, not only by VIN number, but by car model, customer name or date purchased; thus providing the Service Advisor instant availability to the entire repair history for any vehicle. Electronic annotations are now made directly on the ROs stored in document management, giving any Service Advisor the ability to answer customer questions.



On a corporate level, FJM now has complete control over original documents by securely storing them in an onsite warehouse immediately after scanning. Accessing information electronically, FJM eliminated the need to store and access documents from a third-party storage facility. Employees can now work on higher value tasks instead of filing or purging paper documents.

Today, with the reduced need to store paper files, FJM has regained premium office space which also allows them to keep departments in one space allowing for better collaboration. For example, now that the call center employees are in one place, this has allowed for dramatic improvements in customer service. This helps FJM maintain its strong commitment to the customer which in turns contributes to new and repeat business resulting in greater revenues.