

Kofax White Paper

Executive Summary

In 2014, the total number of global mobile internet users is expected to surpass the total number of desktop internet users.¹ Organizations are facing the reality that the preferred engagement channel of their customers (and potential customers) is no longer fax, snail mail, web portals or phone—it's mobile.

Static mobile apps—those enabling consumers to locate stores, check statuses and review account information—have paved the way for the next wave of mobile customer engagement apps for banking, insurance, healthcare and government. Organizations must significantly mobilize customer-facing processes to remain relevant.

As mobile adoption continues, deploying a platform that can support your customer base consistently, across all channels, is essential. And having the tools to create a mobile use case in weeks is a competitive advantage.

This paper will explore the value of a mobile engagement platform that meets customers where they are with comprehensive, real-time mobile capabilities.

Meeting Customers Where They Are With Dynamic, Real-Time Mobile Engagement

Self-Service Is King

The concept of simply providing information via mobile apps has been replaced by real-time, back-and-forth engagement. The groundwork has been laid; the portal has been built—now the infrastructure must be extended to the mobile channel. It's about promoting self-service and conducting business on the app. To compete, organizations must meet customers where they are. Communication must be transactional, not just informational. Providing value today means empowering the user, who fully expects simple, secure, real-time engagement.

Asking users to manually enter data into a form via the mobile device, in order to purchase services or drive them to a website to open a mobile session, does not provide the best possible customer experience. App developers that can automate the process, by accessing mobile image capture, will empower the customer to complete their transaction faster and easier, resulting in a much improved experience (e.g., a couple of taps and a photo). The result is a win-win interaction and experience.

By automating the process, even exceptions and user mistakes become painless and easy to fix. For example, if an individual applying for a mortgage captures and submits a 2012 W-2 when a 2013 form was required, there is virtually no setback in the process. Before the customer puts their device down,

¹ Morgan Stanley Research, presented in comScore's State of the Internet Webinar, June 14, 2012

the information is extracted and analyzed—and a text or email is sent, asking for the correct year. This significantly limits the amount of manual data entry required of the user within the app, reducing the need for costly manual reviews and validation, resulting in improved customer service and satisfaction.

Controlling the Mobile Roadmap

With a robust mobile image capture SDK (software development kit), organizations can create a process once with a toolkit, then take total ownership of their mobile roadmap. This allows for rapid deployment of a common look and feel across all customer interaction channels. Organizations can leverage their existing infrastructure to gain visibility and address market needs immediately and across the enterprise—saving time and money while providing a faster time to market. Platform flexibility can be applied to any use case and any document type, all from one reliable, proven source. The right mobile SDK allows your mobile-centric customers to interact with your core systems so you can deliver more services in real-time—the way customers want to be engaged.

A Complete, Unified Platform

Organizations that deploy a complete, unified platform will immediately gain one great advantage over competitors: they will have the ability to solve issues at any step in the process, including image processing, data classification and extraction, validation, integration to third-party systems and data sources, business rules, exception handling and process orchestration.

A single platform that utilizes one data extraction source can be applied to many different aspects of the business, resulting in the rapid deployment of a common look and feel across all customer interaction channels. Organizations utilizing a unified platform prevail in the

areas of centralized management, customer engagement and control—and can easily roll out multiple solutions across the enterprise.

By leveraging a proven and open mobile capture platform, organizations can quickly build and deploy customer engagement solutions such as bill pay, remote deposit, customer onboarding, mortgage origination and new account opening—all from the same platform. Organizations can even repurpose these use cases into their own intellectual property (e.g., account transfer, balance transfer). This reduces time to market, improves process performance and captures better data—all under the control of the enterprise.

Some of the possibilities for extendable mobile engagement solutions include:

Recognize Mobile Driver License Data

Enable mobile users to snap a picture of their driver license and automatically have the data auto-populate into a mobile app. No manual typing. No annoying auto-correct. Whether the information will ultimately be used to open a new account, provide an automatic quote for services or be part of a claim, the ability to capture driver license data eliminates the tedious requirement for users to manually enter information on their device.

The data can be used to interactively respond back to the user with information about a quote, confirmation of the submission of information or the initialization of a claim. It can read the data directly from the driver license as well as the bar code on the back, ensuring the highest level of accuracy, fastest performance and best customer experience.

Enable Mobile Deposit Capture

A mobile deposit capture solution that delivers superior content and data capture can reduce costs; more importantly, it requires less retakes by the user. With a quick snap of the image and a few taps, the remote deposit capture solution automatically extracts the data from the check (personal, business, rebate or government issued) and automates the deposit process—all from the mobile device.

Enable Mobile Bill Pay

A bill pay solution empowers your customers to easily onboard new payees or pay a bill—on their preferred engagement channel. This is done by simply capturing the bill with their mobile device. Customers utilizing online bill pay are less likely to switch institutions; therefore, enabling them to easily onboard or pay bills via their mobile device creates stickiness and a more profitable relationship. And the customer can utilize the mobile device quickly and effectively to pay bills anywhere, anytime.

Critical Insights with Mobile Analytics

You can't manage and improve what you can't see. Advanced mobile analytics provide organizations with actionable insights into accuracy and performance of their users, devices and documents. With that information, usability and improvements can be implemented to optimize the customer experience and enable right-channeling capabilities.

Real-time dashboards and visibility are now critical for end-to-end mobile engagement, as they provide insight into performance spikes, drop-offs, bottlenecks, document costs per channel (mobile, fax, etc.) and countless other metrics. As organizations see what's happening in the process in real-time, they can quickly make improvements and other critical modifications.

The speed of mobile, and the demand of the customer, can be met when analytics enable insight into a continuous improvement process, giving organizations a competitive advantage.

Advanced Image Perfection

Those with experience in the capture and document imaging space are well aware of the challenges in capturing data from documents processed, in even the most optimized of circumstances. Businesses can't control the skills of the mobile user when they are taking images of their documents; however, with the right image perfection solution, the customer is ensured a perfect image is captured—the first time, every time. This delivers superior results and satisfied users.

As enterprises are moving to capture information where and when customer-facing interactions occur, leveraging customers' smartphones and tablets, the overall challenge of ensuring a usable, process-ready image is more daunting than ever. The mobile app development community is rapidly realizing one critical truth: the better the image, the more effective the data recognition, the faster the processing. In addition, exception-handling costs are lowered.

Whether the app is an extension of core capture processes such as account openings, check deposits, paying bills, mortgage processing, balance transfers, insurance claims, receipt management claims—or a purpose-built app for customer service when trailing documents are required to initiate, complete or support a transaction—it's important that the image is not simply a photo of a piece of paper. A captured image in fact contains vital data required to support the opening or servicing of the account or transaction. Not only should the captured image be optimized for the process, but it should be straight, cropped and enhanced.

And information must be extracted in the proper format for transfer over the mobile network.

This is where advanced image perfection methods come into play. This capability is now available to run natively on the customer’s smartphone or tablet when they capture the document. Since this technology is running on the device, it not only ensures that the image is readable, in the correct format/orientation and captured in its entirety, but it also generates a file size that’s more manageable for the customer. After all, they are ultimately the one paying for the data plans. More importantly, because image perfection is running natively, the usability of the app is greatly improved as the image is guaranteed to be of the highest quality and ready for downstream processing.

As enterprises seek to take advantage these emerging solutions, the types of documents that need to be

captured are even more challenging. Mobile apps need to capture identification cards, passports, driver licenses, checks, bills, claims forms, pay stubs and transcripts in a variety of environments that are challenging for apps to handle: indoors, outdoors, on the hood of a car, inside the cab of a truck, on the dining room table, etc. Advanced image perfection capabilities ensures the successful capture of this document and processing of the data, regardless of the document size, type or color and environment where the customer needs to capture the information.

Mobile apps leveraging this technology present a tremendous benefit for organizations seeking to engage customers effectively. And when that solution requires a document to support the opening or servicing of the account, proof of delivery or automatic payment—the right image is captured the first time, every time.

Capture, Understand, Manage

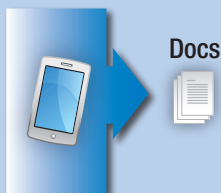
Kofax mobile capabilities address three key areas of application. Organizations can easily build on each category as their applications mature and their requirements evolve, from image capture to dynamic customer engagement:

Capture Content: Quickly and easily add image capture and perfection technology to mobile apps.

Understand Content: Add real-time data extraction and validation to mobile apps.

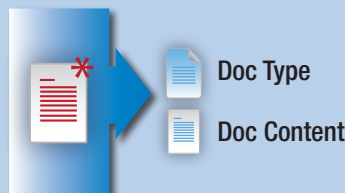
Manage Experience: Extend the power of business processes (in real-time) to mobile apps, resulting in more dynamic customer engagement.

Capture Content



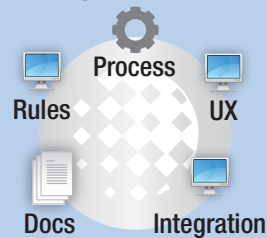
Capture and perfect images on the device

Understand Content



Real-time data extraction and validation

Manage Experience



Mobile user experience orchestration

This reduces user frustration from having to retake pictures multiple times in order to capture the data. Advanced image processing capabilities consistently achieves higher recognition rates (OCR, ICR, OMR, bar code), resulting in faster processes at lower costs and, ultimately, better customer response and service.

Advanced Data Matching

Advanced data matching turns mobile devices into powerful imaging platforms. The capability determines the validity of critical data extracted from documents captured using a mobile device for downstream processing. This is done by reverse-matching the extracted data with a pre-existing database of that information, and correcting erroneous or suspicious data, thus ensuring its accuracy. This technology is currently being used within mobile capture solutions, and is invisible to the end user. This audit capability is done within seconds and provides a level of accuracy that continues to drive confidence with the mobile user.

Using third-party data for data scrubbing or to validate and correct information is a critical component of mobile capture technology. For example, it can allow for the extension of mobile capture capabilities to include using a postal database to correct addresses captured from driver licenses, or using a biller database to correct data captured from consumer bills.

Advanced data matching ensures extracted information from documents is accurate. It also reduces the burden on the user to correct or manually enter information, and it's a passive activity done without any requirement from your consumer. This accelerates the transaction and makes the app more robust, improving user satisfaction and customer engagement.

Why Kofax?

Kofax combines information capture, process management, analytics, collaboration and mobile capabilities to simplify and streamline real-time, information-intensive customer interactions by providing an essential link between systems of engagement (the way organizations interact with customers) and systems of record (backbone systems that run most businesses such as ERP, ECM, BPM, CRM, etc.). The result is increased responsiveness to customers, improved service levels and competitive advantage. It's a way to better manage and grow business while greatly reducing operating costs. And it's all done on a single platform for lower total cost of ownership and faster time to market, without needing to modify any existing systems of record.

Kofax products are deployed in more than 25,000 companies with over 150,000 licenses sold.

Kofax Mobile Capture Platform

The Kofax Mobile Capture™ Platform enables organizations to rapidly integrate powerful, interactive capture and process management capabilities into their mobile apps, which streamlines information-intensive interactions and extends self-service capabilities to customers. It turns smartphones into information-capture devices with more dynamic apps that “meet customers where they are”—when they want to be engaged and on their preferred channel. With the Kofax Mobile Capture Platform, organizations can improve customer service and accelerate transactions, all while driving greater revenue.

The platform improves the customer experience with dynamic, real-time mobile engagement. Patented information capture and image processing capabilities running on the device automatically extracts and validates information from photos and videos taken from a smartphone or tablet for downstream processing,

eliminating the need for users to manually enter information. The proven, open platform can support virtually any capture application—and advanced analytics provide full visibility to enhance the user experience. This significantly improves an organization's ability to quickly deliver a wide spectrum of powerful, interactive mobile capture apps—with better data and at lower costs—for improved customer engagement and a competitive advantage.

Kofax Mobile Frameworks and SDK

Kofax mobile frameworks are open, out-of-the-box configurations that can be modified and extended based on specific application needs. The Kofax Mobile SDK™, part of the Kofax Mobile Capture Platform, provides mobile integration with Kofax real-time capture, content extraction and validation, process management and analytics capabilities. Together, they provide powerful mobile capabilities and interactive control over extracting information from images, videos, bar codes and more—from apps on both iOS and Android devices. With them, mobile apps can quickly and easily be enhanced with powerful functionality for processes such as mobile deposit, mobile bill pay, capturing information from driver licenses for identity verification, and more.

The Kofax Mobile Capture Platform is the first of its kind to deliver all of the following:

- Real-time, dynamic mobile customer engagement
- Advanced analytics that provide actionable insights into performance
- Patented, advanced image perfection
- Patented, advanced data matching
- Image-enabling for mobile apps (resulting in automated capture of content)
- Automatic, real-time extraction of data to promote customer self-service
- A complete platform to solve any step in the process (image processing, data classification, extraction, validation, process orchestration, etc.)

Leveraging the proven and open Kofax Mobile Capture Platform, organizations can rapidly integrate powerful mobile customer engagement solutions across the spectrum of mobile image capture, mobile data capture and complete mobile process integration. Kofax differentiates itself by extending capture to mobility, supporting multiple points of customer engagement. Kofax solutions dynamically orchestrate the user's mobile experience from a single platform—reducing time to market, improving process performance and capturing better data.

About Kofax

Kofax® is a leading provider of smart process applications for the business critical First Mile™ of customer interactions. These begin with an organization's systems of engagement, which generate real time, information intensive communications from customers, and provide an essential connection to their systems of record, which are typically large scale, rigid enterprise applications and repositories not easily adapted to more contemporary technology. Success in the First Mile can dramatically improve an organization's customer experience and greatly reduce operating costs, thus driving increased competitiveness, growth and profitability. Kofax software and solutions provide a rapid return on investment to more than 20,000 customers in financial services, insurance, government, healthcare, business process outsourcing and other markets. Kofax delivers these through its own sales and service organization, and a global network of more than 800 authorized partners in more than 75 countries throughout the Americas, EMEA and Asia Pacific.

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