

## ADFIT Membership Services takes customer service and cost-efficiency to new heights.

ADFIT is responsible for the collection and handling of the fees paid by thousands of members to fitness centres throughout New Zealand.

The adoption of a document management system was the first stage of a two-part solution to paper-based systems; ADFIT's IT Manager Steven Holmes says.

The first step towards a full data capture and storage solution was to make paper-based storage obsolete," Holmes says.

Further developments allowed ADFIT to successfully target the Australian market. The time between direct debit and membership forms being completed and their final arrival via mail for processing and storage in New Zealand was regarded as unrealistic.

As part of the solution to get Australian data quickly and accurately into their database, ADFIT adopted a smart capture and data entry tool: TeleForm, supported in New Zealand by CAYLX. ADFIT was attracted to TeleForm by its high accuracy in correctly identifying characters. In fact that accuracy has proven to be as high as 95% in the most recent version.

As soon as new applications are complete, businesses in Australia fax their direct debit forms to ADFIT in Auckland. TeleForm then takes the fax copies and delivers the data into its database.

With the aid of the TeleForm verifier contract-loading time is reduced from about six minutes to less than a minute.

A further key benefit is that TeleForm exports the images direct to document management, Holmes says, and that eases the paper filing headache.

It is possible for direct debit details to be in ADFIT's database within 10 minutes of a new contract being signed. This data is immediately accessible via the internet.

"Growth potential in Australia meant it was absolutely critical we had an excellent data handling solution that would overcome the distance and time issues. At a group level we are now billing over three hundred thousand clients on behalf of businesses across Australasia".

As far as the TeleForm implementation went, 100% Return on Investment was achieved in less than 12 months.

### **The key benefits to ADFIT of the TeleForm solution are:**

- Improved staff productivity and morale
- Reduced wages costs
- Improved customer service
- Reduced time to revenue recognition

### **About ADFIT.**

ADFIT Membership Services Limited is New Zealand's first direct debit billing company. ADFIT was formed in 1994. Since then the company has gone on to develop a world-class billing service, providing its services for a range of fitness, sporting, aquatic, and recreation facilities throughout New Zealand. ADFIT maintains a strict quality assurance programme and gained ISO 9002 accreditation in 1999.

In 2001 Adfit formed DebitSuccess to enter the Australian market and offer its unique billing solution to industries outside of fitness. DebitSuccess has experienced dramatic growth since its inception and is now the market leader in offering innovative billing solutions to a wide range of industries in Australia and New Zealand.

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### **About CAYLX.**

CAYLX (NZ) Limited is a provider of software solutions with a total focus on process improvement. With a selection of the most effective solutions available worldwide, and the case studies to prove it, whether the requirement is for capture, process management or storage and retrieval, CAYLX has the power to deliver an unrivalled Return on Investment.

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