

Using **ABBYY Enterprise Forms**
in Retail Marketing

MIGROS TÜRK T.A.Ş.

MIGROS uses ABBYY's recognition software to process bulks of paper forms

Migros Turk was founded in 1954 as a joint initiative of the Swiss Migros Cooperatives Union and Istanbul Municipality. In 1975, the company was acquired by Koc Group, one of the biggest Turkish companies. Millions of customers come to Migros supermarkets Stores, Sok Discount Stores, Online Shopping, Wholesale, Bakkalim (grocery format) in Turkey, Ramstore (outside Turkey) and Shopping Centers (both inside and outside). Currently there are 3.8 million Migros MClub Cardholders all over Turkey.

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Kets is a professional business consulting company that offers system development and integration. Kets specializes in office automation and offers software engineering and development services for document management, workflow, networking and imaging projects.

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"When processing Migros Application Forms, the speed of processing and entering correct information into the database is crucial. These forms contain vital data (contact information, personal details, etc.) which help us to make our interaction with customers more efficient. When we know more about our customers, we can provide them with a truly personalized approach. With this aim in mind we have been using ABBYY Enterprise Forms at Migros since October 2001".

Tiryal Demirkilinc,
Data Warehouse Manager,
Migros (Turkey)

Migros felt the need to process data from MClub Card application forms in a fast and secure way. To implement a reliable and scalable form management system, Migros chose ABBYY Enterprise Forms, which offered a network-based solution for distributed data processing over a set of specialized workstations. With the technical assistance from the Kets company, the installation and implementation of this initial stage of the project took only 3 days. ABBYY's recognition software provides more than 20 checking rules that can be applied to form fields for data validation. Within these 3 days, 6, 000 forms were processed and the extracted data was stored into Oracle database.

The second need for an automated OCR solution came up when the company's Human Resources Department (HRD) had to capture data from old style OMR forms that they were currently using. The experience and know-how that was transferred from Kets to Migros IT employees during their work on the first project was enough to guide them through the design, implementation, and processing stages of the new project. Once the system had been installed, it took only two days to process more than 7, 000 forms and store the data captured from these forms into the HRD database.

Soon after the project was implemented, Migros was able to appreciate a huge increase in productivity, savings of time and manpower as well as a sharp reduction in data entry errors thanks to the automation of form processing. All these positive changes were direct results of expandable, customisable and scalable features offered by ABBYY Enterprise Forms.

More information about ABBYY at www.abbyy.com

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