



Gandlake

Turn document creation in to an **intelligent** communications hub.

What is LaserServe?

LaserServe is an extremely flexible software solution which transforms the way your organisation produces and handles written communications turning your document operation into an intelligent communications hub.

It cleverly manages the creation of your documents and distributes them in a format you choose (post, email, web, intranet or stored as a PDF) to best suit you and your customer's requirements.

LaserServe's extended and enhanced print capabilities together with the power to mix and match document distribution methods provides realistic, ongoing cash and efficiency savings.

- » Accepts any type of raw data input from your disparate back office systems.
- » Provides a clever document creation facility for fast and creative editing.
- » Ensures your final output is directed through the timeliest, most cost effective and most efficient channels.

LaserServe Functionality

Data Management

LaserServe accepts data from the widest range of sources regardless of physical location or the type of back office application or operating system you use.

Document Composition

LaserServe has a simple and effective document creation tool. You can create, modify, customise and personalise your documents in house. Unlike some document composition packages which require specialised user knowledge and extensive training, LaserServe's "Composer" module is accessible to all staff and is extremely straightforward to use.

Print Management

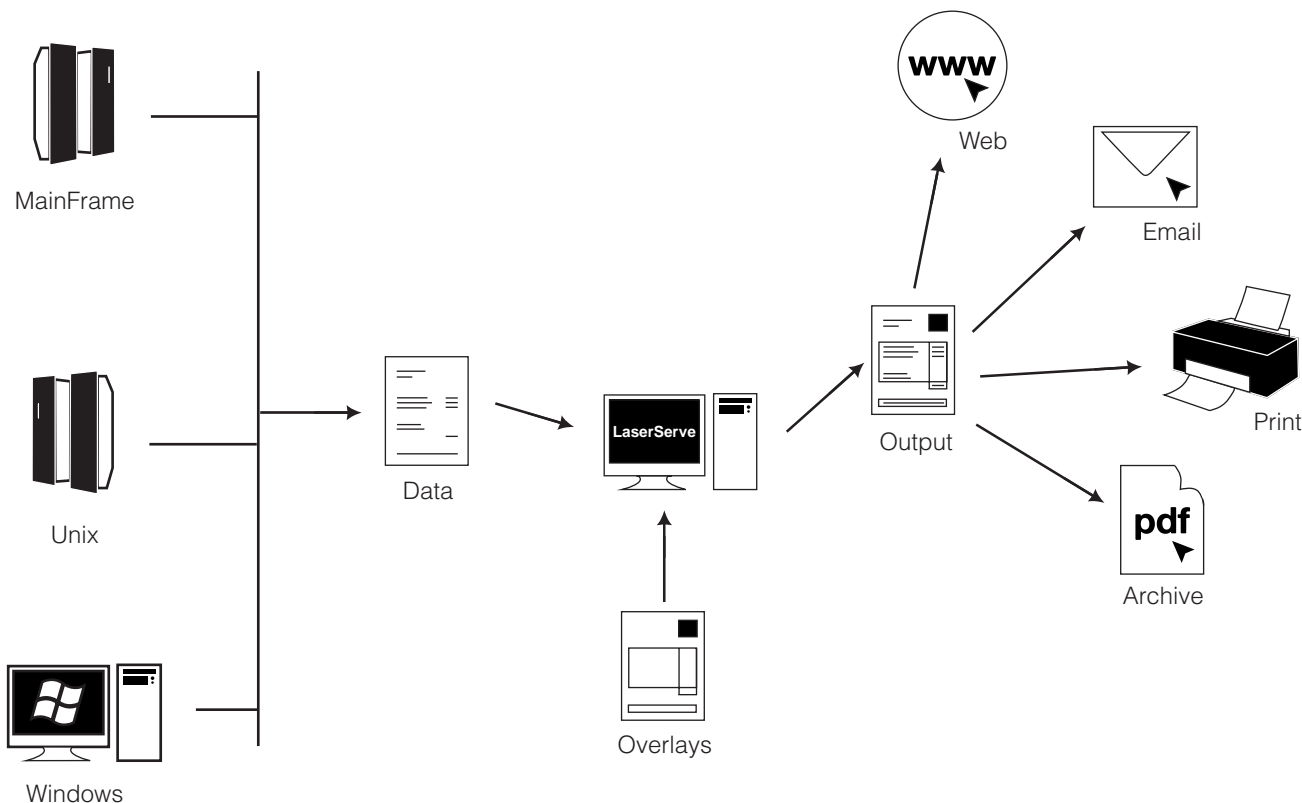
LaserServe's powerful job management facilities, queue control, file merge, file splitting and intelligent advance scheduling means massively improved productivity.

Multi-channel Output

LaserServe compliments your printed communication by making the most of electronic channels. As well as email, SMS and PDF storage, LaserServe allows you to present information securely to the web for your citizens and customer services teams alike to view.

Document Archive

In addition to the output channels you choose, you can set LaserServe to automatically and securely store the same information for easy, on-line retrieval at any time.



What are the major benefits for my council?

- » Money Saving
- » Reduced Call Centre Traffic
- » Reduced Avoidable Contact
- » Efficiency Saving
- » Improved Company Image
- » Enhanced Customer Service
- » Middleware Integration
- » Minimal Upheaval
- » Turn Your Print Centre in to a Profit Centre
- » Clinical Targeted Communication
- » Improve Internal Communication

Money Saving

- Reduce print, paper and postage
- No more expensive pre-printed stationery
- Design documents in house
- Prompter payment

LaserServe utilises electronic distribution channels which means you can immediately reduce your printed output and all the associated costs of a traditional postal mailing. Its document creation and print management removes the requirement to purchase costly pre-printed stationery and there's no need to go back to expensive suppliers when you want to make changes to a document. It can all be done in house.

The Document Merge facility allows you to combine your mailings to further reduce your bottom line. Our clients have successfully used this facility to combine external customer mail items such as statements with bills and internal documents such as payslips with P60s.

LaserServe can even speed up the time it takes to receive payment through e-billing and email reminders.

Efficiency Saving

- Exploit your printers
- Make design changes quickly in house
- Prompter and easier payment

Advanced print queue management technology means you can really utilise your printers. Jobs can be sent to printers during idle or low peak times such as overnight or weekends.

LaserServe's simple document creation facility means all changes can be made quickly in house with no need for lengthy delays while your supplier updates a template.

Personalised messages on bills can lead to prompter payment and easier methods of collection through the promotion of direct debit.

Reduced Call Centre Traffic and Avoidable Contact

- Simple information to customers
- Cleverly designed documents
- Email updates to customers and suppliers

Managing your output to hit at the right time and merging documents so the customer has all the relevant information at once can massively reduce your call centre traffic.

Triggers in the data can display a document in a foreign language, help the partially sighted, add messages of payment assistance or encourage alternative payment methods. All these types of facilities mean a reduction in calls to your customer service centre.

LaserServe's email facility means you can shift even more calls away from your call centre by sending email notifications of payment to suppliers and payment received to customers.

What are the major benefits for my council?

Improved Company Image

- Keep your customers happy
- Improved customer facing documents
- Better personal communication

Multi-channel output facilities means you can be flexible and provide the information your customers want in the format they prefer. This results in better customer facing communication and an all round better image for your organisation.

You can even provide a true customer centric service and start to personalise your customer communication with thank you messages for settling an account on time or choosing direct debit as a method of payment as well as adding barcodes for easier payment.

Enhanced Customer Service

- Easy access to information for your customers
- Easy access to information for your staff
- Faster, more efficient call handling
- Add messages to statements and bills

LaserServe can send information to a secure online account for your customers to access. This same information is made available to your call centre staff meaning calls are received and handled much more quickly.

Information can also be sent to an Electronic Document Management system where documents can be stored for convenient retrieval at a later date.

You can easily add messages to your documents routing customer contact through to different offices, displaying separate telephone numbers or updating holiday opening times.

Middleware Integration

LaserServe sits nicely in the middle of your organisation accepting information from any type of operating system and any type of back office application.

Minimal Upheaval

One of LaserServe's strengths is its ability to fit in to your existing set up with no additional software or hardware requirements.

Turn Your Print Centre in to a Profit Centre

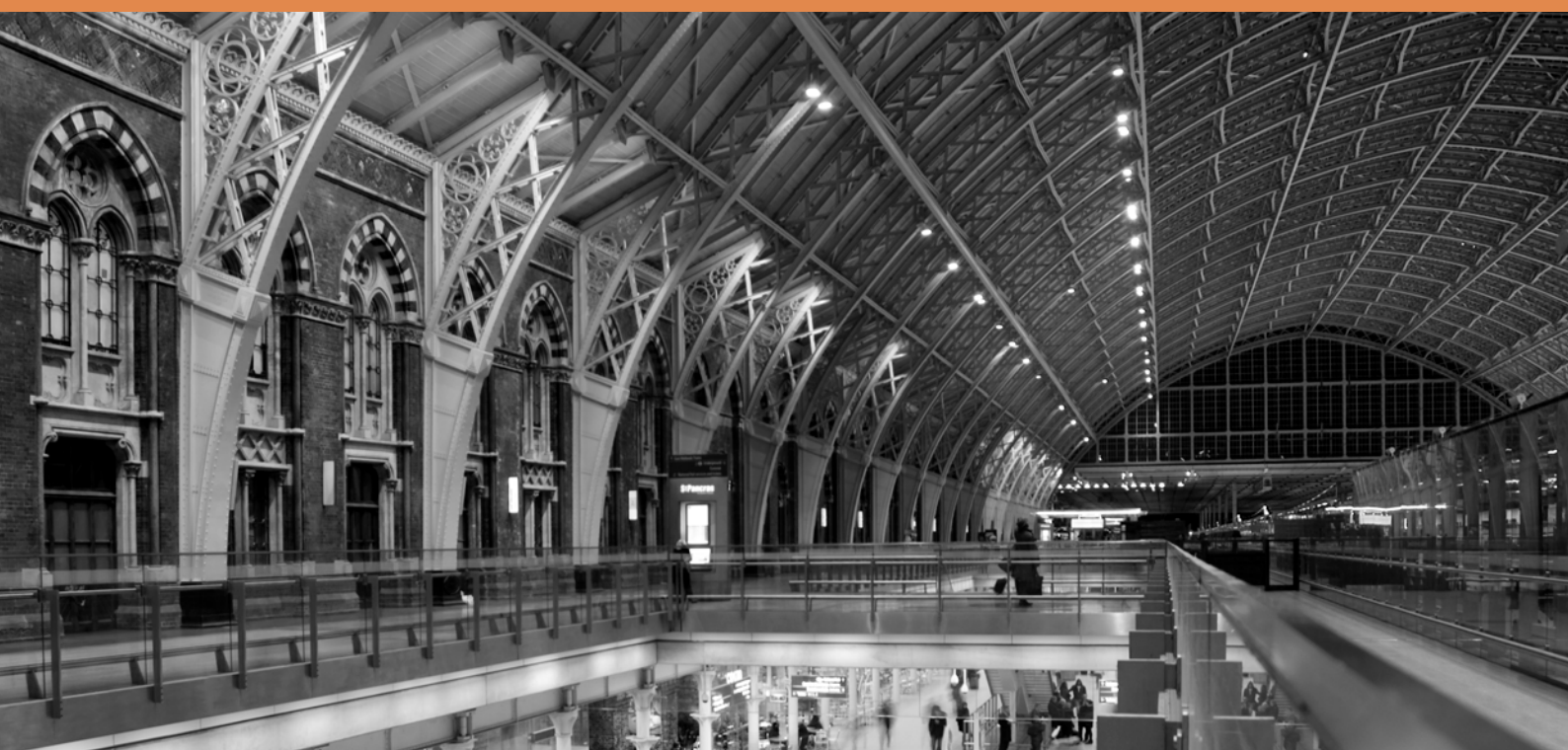
With LaserServe's ability to streamline working practices and fully exploit hardware many of Gandlake's clients easily find the capacity to take on additional workloads from external organisations.

Clinical Targeted Communication

LaserServe allows you to continuously update your customer documents. This means if you find something is not working, for example, a bill is misleading and generating call centre traffic or a call to action message is not generating the desired response you can quickly make changes and try something new.

Improve Internal Communication

Documents such as work schedules can be sent electronically saving on printing. The schedules can be distributed overnight so your members of staff receive them first thing in the morning.



Gandlake - The Right Choice

Our aim is to provide you with practical IT solutions that save you money and increase the efficiency of your organisation. Our clients quickly realise hard cash savings and the software we provide, more often than not, pays for itself within a very short period of time.

We maintain excellent relationships with our clients and hold regular focus group meetings with leading industry experts. If our clients think we can do better we listen and make sure we improve. When we've done something great we build on it.

Through this method of business development we ensure our products tick all the right boxes and remain focussed on functionality that really matters.

We are confident LaserServe will be above and beyond your expectations.

Talk to us today to see how we can help you.

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