

# ABBYY Digital Intelligence selected by Paragon Customer Communications to drive digital transformation



*“With the support of ABBYY and their digital intelligence solution, we will be able to grow our business at a time when good customer communications are more important than ever before.”*

— Richard Machin, Director of Technology Services for Inbound Platforms at Paragon Customer Communications

Paragon Customer Communications is the UK’s leading provider of insightful customer communications solutions. The strategic partnership between the two companies will create enhanced efficiencies supporting Paragon’s delivery of frictionless customer communications for its clients and further accelerate Paragon’s wider digital transformation offering.

## Challenge

- Paragon’s inbound team currently processes over 35 million pages of inbound customer communications annually.
- Paragon’s nationwide sites process unstructured data such as complaint letters and ad-hoc notifications of change, as well as structured data like application forms, onboarding paperwork and account servicing documents.
- Documents come via post, email, and remote location scanning, with over 250,000 documents arriving via fax machine each year — creating a growing challenge to process them quickly and efficiently to meet customer expectations.

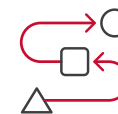
## Solution

- 90% of Paragon’s workload and documents are now processed through ABBYY’s content intelligence platform.
- The ABBYY platform handles the data capture, extraction, and categorization of documents in order to accelerate customer requests.

## Value



By leveraging ABBYY’s Digital Intelligence platform, Paragon can further accelerate the company’s wider digital transformation initiatives.



By using intelligent automation for the manual heavy-lifting, employees can use their skills where they have the most impact, drive efficiency and value, and ultimately increase the customer onboarding experience.