



## eDocs Case Study



### FOCUS ON SPEED, CUSTOMER SERVICE AND BRAND AWARENESS WITH eDocs – DOCUMENT OUTPUT WORKWARE FROM PROTECHNOLOGY™

*“Hi John, Art Rankin calling. Hey, I can’t believe how quickly I received the confirmation of my order and the copies of the additional product brochures. You were right – I definitely do want more, call me right back, Okay?”*

Those are the elusive words of increased sales from a satisfied customer. At a time when technology seems to cost more than it delivers, it’s refreshing to focus on Adobe Central Output Server technology that improves customer service by instantly delivering custom branded order confirmation – with the capability to logically combine pre-specified brochures, flyers and add-ons. This ability to instantly send related product or service information drives additional sales from your most important buyers – your existing customers at the exact time they’re making buying decisions. This technology allows quick return-on-investment because of increased sales and the achieved good will.

“John” above represents the owner of a small California-based software company. A savvy businessman with a lean sales organization, one of John’s many daily operational challenges was keeping up with incoming orders and of course, always increasing sales. John was adamant in his perspective that while he was a small company, he needed to have communications and a brand that allowed him to play in the league of bigger competitors. Over and over he was forwarding one-up confirmations and PDF’s of related products. John’s company sells over a hundred products and the order confirmation and additional product literature was a paperwork and technology nightmare.

The implementation of eDocs was a natural extension of his need for an Adobe® compliment solution that helped him achieve his goals of:

- Instant order acknowledgement
- Professional communications and branding
- The ability to logically and dynamically attach related information, utilizing a sales organization that was remote and perhaps wouldn’t even know all of the product literature available that had been generated internally and by related partners.

The need to forward branded order confirmation/acknowledgement with accompanying PDF attachments for Adobe® Output technology is why ProTechnology™ created eDocs.



The travel industry, call-center and product driven business-to-business companies where the ability to forward attachments that would drive immediate additional revenue are other industries that have benefited from eDocs technology.

Picture an “old world” office, where a telephone administrator took an order or reservation for a product, hotel room or service. Confirmation of that order or reservation would have been manually faxed, snail- or e-mailed and accompanying collateral such as brochures or client benefit information would be manually forwarded, losing the impact of top of mind call-to-action. This manual process additionally incurred costs for postage, printing and paper - not to mention the manpower necessary to pull and retain the information.

Utilizing eDocs software, a user will take an incoming phone call or email for a product such as software or widget, service such as time or intangible – such as a hotel room. Confirmation is input electronically, with immediate logical screens prompting the user to confirm the order – providing a branded and where user indicated, immediate customized response. Examples of customization include stationary or logo, client name, user signature or virtually any word or customized information a company may choose. Intuitive with the software (and also immediate to the response) is the ability to program and or forward additional client related brochures or documents necessary for high quality customer service i.e. product brochures, directions to a property, technical guides, add-on products or virtually any other document that might be useful to the overall satisfaction of a client. Bookmarking – the ability to save and retrieve information instantly - is an important part of the user experience with eDocs. While “old world” technology was manually intensive, eDocs “new world” technology accomplishes all of this electronically in seconds and with the touch of a button.

Adobe’s Document Server is the engine that powers eDocs to append PDF files together and bookmark them. eDocs’ ability to provide performance and process improvement will help users be more efficient and offers maximum advantage of Adobe® products.

Initially two levels of the software have been released based on a users need and budget. eDocs Light is designed for users that need powerful yet inexpensive document generation capabilities. eDocs Light incorporates basic functionality to create an attached PDF file and email with a letter in HTML format. No bookmarks or batch processing capabilities are included with eDocs Light. eDocs Pro utilizes both Adobe® Doc Server and Central for an enhanced and more robust document management solution. eDocs Pro can accommodate the high volume of webdelivery information appropriate for heavy users such as call centers. Bookmarks and batch processing comes standard with eDocs Pro.



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