

PARLE AGRO Streamlined Its Marketing Strategy with ABBYY Data Capture Technology

ABBYY technology and NETSPIDER® end-to-end solution helped PARLE AGRO, a leading food and beverage company, to conduct market research among its retailers across the country and measure its products' availability and visibility.

Background

Being a step ahead of the competitors is extremely important due to the rapidly changing market environment and growing consumer demands. Product positioning in India, with its cultural and regional diversity, becomes an additional challenge for manufacturers who have to consider the requirements of each region. Parle Agro, a major food and beverage company, has to conduct EDS censuses between its retailers in India to get a clear view of the product availability and visibility and, as a result, improve the products positioning in the market.

Challenge

The survey responses that arrived from retailers across the country in the form of paper documents had to be classified and processed. Those documents contained a great deal of hand-written information that could be illegible and difficult to read. The ultimate goal was to process all 200,000 forms in not more than 15 days.

To solve the problem, Parle Agro turned to NETSPIDER® INDIA, an end-to-end solution provider and experienced ABBYY partner in India, who introduced ABBYY's award-winning data capture technology to tackle the challenge.

Project

The starting point of the project was to design and print the EDS census form. NETSPIDER® INDIA supported the process: the layout was ready within two days after the pretesting of the form. Then the printed blank forms were sent to the retailers across India. After all the completed surveys were received, the forms were scanned diligently to store each document in electronic format and process with ABBYY FormReader software, which uses powerful data capture technology. This intelligent solution automatically classifies and processes the survey forms, accurately locating and extracting the required data. The high-quality recognition technologies allow ABBYY FormReader to extract printed text (OCR) and hand-written text in block letters (ICR). Finally, NETSPIDER® INDIA customized the output data format to meet all user requirements.



About PARLE AGRO PVT. LTD.

Parle Agro Pvt. Ltd. based in Mumbai, India has been India's largest manufacturer of biscuits and confectionery, for almost 80 years. Parle Agro is a producer of the world's largest selling biscuit, Parle-G, and a host of other very popular brands. Its reach spans even to the remotest villages of India. Many of the Parle Agro products - biscuits or confectioneries, are market leaders in their category and have won acclaim at the Monde Selection, since 1971. With a 40% share of the total biscuit market and a 15% share of the total confectionery market in India, Parle Agro has grown to become a multi-million dollar company. For more information, please visit www.parleagro.com.

About NETSPIDER INDIA

NETSPIDER® INFOTECH INDIA LIMITED is into providing end-to-end Document Imaging and Management Solutions. It specializes in executing time bound large scale scanning, ICR (automated forms processing) and RMS (records management) projects both onsite and offsite. It is value added distributor of intelligent recognition and form processing solutions, SDKs and document scanners to ensure that customers get the best technology at affordable cost. It uses its domain expertise and technology from various international principals to guarantee customers end-to-end solutions from document generation to physical and electronic document storage and retrieval. More details are available at www.niil.in



Benefits and results

- NETSPIDER® INDIA provided a complete and cost-effective solution that reduced time and number of staff who were previously involved in pre-processing market surveys.
- The Canon scanner used in the process was able to scan 200,000 forms in 10 days with only two employees required to do the job.
- Parle Agro obtained comprehensive feedback from retailers across India, which was classified and processed in a single stream.
- Data capture automation with the help of ABBYY software significantly reduced the cost of information entry. The elimination of manual entry cut down the number of people involved from 15 to only 5.

Thanks to ABBYY data capture software and efficient support and guidance from NETSPIDER® INDIA, Parle Agro streamlined its business processes, which led to a considerable increase in the overall company performance and reinforced its image among its clients. Their efforts have complemented the ever-changing face of India, positioning the company as the undisputable leader in its business sector.

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