



MORE EFFICIENT PROCESSING. MODERN CUSTOMER EXPERIENCE.



The Civil Aviation Authority Improves Transaction Processing with **Avoka TransactWeb™**

INDUSTRY

GOVERNMENT

CHALLENGES

- Paper forms
- Manual payment processing
- Inaccurate or missing data
- Re-keying processing was time and resource intensive

SOLUTION

- Avoka TransactWeb™ - Multi-Channel Online Aviation Application & Renewal Solution

RESULTS

- Multi-Channel Digital SmartForms
- Automated payment system
- Digitization of more paper forms
- Faster processing

THE PROBLEM

Painful-to-Fill-In, Slow-&Dirty-Data Paper Forms

The majority of the CAA's application and renewal processes was based on Paper Forms that resulted in processing delays, inefficiencies, and customer frustration. Payments were

processed manually and significantly added to the time and cost. Repeated pressure to digitize their manual process and offer a more modern experience resulted in CAA adopting an aggressive timeframe to move their most complex transactions online.

THE AVOKA PRODUCT ACTIVATED

Avoka TransactWeb™ - The Customer Transaction Experience Game Changer As the leading Multi-Channel SmartForm & Transaction Management system, Avoka TransactWeb™ transforms mobile-unfriendly, painful-to-fill-in, hard-to-maintain, slow-&-dirty-data, single-channel Paper, PDF, or Web Forms (such as account opening & loan applications, permits & licenses, student enrolment and insurance claims) into mobile-optimized, easy/intuitive-to-fill-in, fast-&-agile-to-maintain, high-quality-data Multi-Channel SmartForms for a seamless multi-channel customer transaction experience.

SOLUTION

Digital Multi-Channel SmartForms Deliver What CAA Needs

Facing an aggressive time-to-market to offer a customer-friendly online solution, CAA leveraged Avoka TransactWeb™ to deliver mobile-optimized and easy/intuitive-to-fill-in Multi-Channel SmartForms in months. They completed 21 of their most complex forms, including integration with back-end systems and payment gateways on time. Since launch they have processed half a million pounds in transactions.

A New Mobile-Optimized Software Solution

Customers can now complete applications and renewals online and CAA is working towards moving their most complex Paper Forms online. In digitizing their services, they now portray a modern user-friendly transaction experience to their customers.

Using Avoka TransactWeb™ Multi-Channel SmartForms ensures that customers using CAA's services get the same great design and experience regardless of their device. Avoka Multi-Channel SmartForms work on smartphones, tablets, and desktops improving the customer experience and reducing transaction abandonment.

THE BOTTOM-LINE RESULTS

£0.5 million in Completed Digital Transactions

Using Avoka TransactWeb™ integrated with automated online payments CAA was able to process £0.5 million worth of transactions automatically. More importantly CAA has now moved away from paper and into the Digitized world, giving customers the modern experience they expect.



ABOUT AVOKA

Avoka is one of the World's Leading Customer Experience Management companies specializing in SmartForm & Transaction Management (SFTM). Avoka powers more than 16,000 Digital SmartForms for Banking, Insurance, Healthcare, Construction, Energy, Mining, Education Companies and Government Organizations worldwide, capturing and delivering over 100 million business-critical customer transactions each year into back-office ERP, BPM, ECM and CRM systems. Avoka has operations in the US, Europe, and Asia-Pacific.