

# Address capture



## Data capture by scanning !

**SCHÖNER WOHNEN**

Anzeigen - Leserservice

Ich wünsche weitergehende Informationen über die von mir mit Kennziffern bezeichneten Angebote und verpflichte mich, die in einigen Anzeigen erhobene Schutzgebühr zu bezahlen.

1042	6328	4281
2245	3210	6679
0321	1346	7842
3104	1178	2467

Bitte Kennziffer einsetzen.  
Und bitte nur aus dieser SCHÖNER WOHNEN - Ausgabe!

Herr Frau Fa. Vorname

X   DIETER

Name

KOHLSTOCK

Straße

AM TEICH 17B

Fortsetzung Straße, Hausnummer intern. Länderkennzeichen Postleitzahl  
z.B. D 11792

Wohnort

MANNHEIM

ABEN AUSFÜLLEN!  
karte gilt 12 Monate 3298

**SCHÖNER WOHNEN**

- Recognition
- Verification
- Correction
- Export

... using **QS-Beleg**

# Project



## ■ Customer

Gruner + Jahr AG & Co, Advert-Reader Service SCHÖNER WOHNEN, Hamburg

## ■ Task

Our customer is responsible for the reader service of a large newspaper publisher. In order to receive detailed information about the magazine advertisements, readers send in pre-printed postcards. The cards are clipped out of the magazine by interested readers. Readers complete the form and send it as a postcard to Gruner+Jahr. There recognition numbers and address data are captured and made available to the advertiser. This represents a valuable service for readers, allowing them to receive detailed information comfortably and easily.

In order to improve time-consuming and cost intensive manual entry, a system for automatic data capturing and processing should be adapted and introduced.

## ■ Form Design

The previous form was changed to optimize the results of automatic form interpretation. The old form contained markings on both sides: sender's address on the front and recognition number for the requests on the back. Although it was possible to read both sides using a scanner, it was still possible to save even more time and costs during processing.

## ■ Adaptation of onScreen Correction

We created a recognition mask using the **QS-Beleg** Editor adapted to the data on the form. During correction the data is displayed together with the corresponding section of the form (onScreen correction). The data must be checked for completeness and errors. This correction **replaces all former entries**.

## ■ Verification

Several verifications were set up to maintain low post-processing time. It is performed via DLL verification of surname, first name, street, zip code and city. All fields that violate the verifications are color coded. This makes it easy to see whether corrections are necessary.

## ■ Export

After correction, the data is prepared in a format that corresponds with processing to follow.



# ... using QS-Beleg

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