



CASE STUDY: LAKELAND LIMITED CHECKPRINT BANKING ASSISTANT

Operating from modern, purpose built premises in Windermere, mail order specialist Lakeland Limited offers a range of over 4000 products. A range of catalogues is distributed to over 1 million households with up to 6000 parcels being despatched daily. The company has expanded in more recent years through the addition of 30 retail sites across the UK to support the core business. Lakeland Limited has built its reputation on exceptional customer service. This emphasis on customer satisfaction is the philosophy that drives the company today.

Lakeland Limited receives between 1000 and 4000 cheques each working day. Such a volume of cheques can occupy a substantial amount of time for the Finance Department, not only to ensure that each cheque is processed correctly but also to track queried items through the system.

Since being introduced to Checkprint by MCM Jim Saville at Barclays, Lakeland Limited has installed the Checkprint Banking Assistant Professional, which has enabled the company to streamline the operation associated with the processing of cheques. Each morning the previous day's cheques are passed through the automatic feed reader capturing the value, codeline details and full image of the cheque. The value and codeline data are used to prepare the add listing and paying-in slip for depositing the cheques.

David Fielding, treasury operations manager at Lakeland says "The staff responsible for preparing the cheques for banking find the Checkprint Banking Assistant much less physically demanding than an adding machine, i.e. no more risk of RSI. In about the same time as it took them to add list a batch this machine has added, imaged and recorded value, Account Number and Bank Sort Code. Having all this information instantly retrievable makes it very easy to ascertain whether, or not, a particular cheque has passed through our system. The operator is also able to perform other tasks whilst keeping a weather eye on the Banking Assistant.

A small amount of time is spent checking the items in each batch, which have been highlighted as queries by the machine. Discrepancies advised by the bank are negligible. Technical queries, mainly during the very early days, to Checkprint Limited are dealt with promptly and efficiently. We consider the introduction of this technology to have been a sound and cost effective solution to an ongoing daily task."