

Winscribe Digital Dictation Case Study: Distribution

Chemical Distributor, L.V. Lomas, Reduces Transcription Turnaround Time by Two-Thirds with Winscribe Dictation

With seven locations across Canada and in the Pacific Northwest, L.V. Lomas is one of the top 25 chemical distributors in North America. Priding themselves on being committed to be the best professional sales organization and distributor of chemical products, L.V. Lomas' responsible business practices focus on customer satisfaction, service and excellence in everything they do.

After closely evaluating their sales team's practices, L.V. Lomas found that their standalone dictation system was prolonging their transcription turnaround time and infringing on their staff's productivity potential. "Our sales team was using a mix of digital handheld recorders and tape-based analog recorders to record their sales call reports from meetings with customers and prospective clients. Because our sales force is distributed across Canada, they would have to mail the tapes of the recordings to transcription staff, physically drop them off at one of the offices, or wait until they returned to the office to email digital recordings. This proved to be a timely and unreliable process," explained Garry Moore, Manager of Information Technology at L.V. Lomas.

They aimed to provide a more efficient way for their sales representatives to submit work while on-the-go, as well as improve transcription turnaround times by implementing an easy-to-use system that could be centrally managed and allowed for quick transcription turnaround. They found the ideal solution in Winscribe's digital dictation workflow management system and Winscribe's integrated mobile application for BlackBerry Smartphones.

The Winscribe Solution

Winscribe Dictation and Integrated BlackBerry Applications

After thoroughly exploring different dictation offerings available through various vendors, L.V. Lomas was convinced that Winscribe was the best fit for their needs, due to Winscribe's robust dictation management solutions and superior workflow routing capabilities. In addition, Winscribe's mobile dictation offering for BlackBerry smartphones was attractive to L.V. Lomas, whose staff primarily utilizes BlackBerry smartphones. Winscribe's BlackBerry software provided them the ability to instantly and securely transmit dictations to transcription staff from wherever they were in the field. Furthermore, Winscribe complemented

their existing hardware, mitigating the need for additional hardware purchases and maintenance cost on multiple devices.

Mr. Moore describes L.V. Lomas' implementation and use of Winscribe Dictation:

"After deciding to pursue Winscribe Dictation, we initially launched the BlackBerry Author component with about a dozen sales account managers. The account managers, who are located throughout Canada, use the system to dictate their sales call reports after they meet with a client or potential customer. Their recordings usually address products that were discussed during

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BENEFITS

- Increased staff productivity
- Ease-of-use
- Quick user uptake and adoption
- Transcription turnaround time reduced from 3 days to 24 hours
- Return on investment

"As a result of implementing Winscribe Dictation, we shortened our dictation to transcription cycle from an average of three days to approximately 24 hours..."

Garry Moore

*Manager of
Information Technology
L.V. Lomas Ltd.*




winscribe **DICTATION**

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the meeting, as well as any outstanding issues, new issues or opportunities."

Mr. Moore went on to say that their executives "...did not mandate that their sales staff use Winscribe, but rather we recommended it." Though, as L.V. Lomas' early adopters found the system to be easy-to-use and beneficial to their sales practices, word was spread from peer to peer. Mr. Moore then mentioned that "soon, others came on board and decided

on their own that they wanted to try Winscribe. Now, we have 26 account managers using the Winscribe Dictation system. We also have two transcriptionists using the typist component of the Winscribe system to access and manage recordings and transcribe the sales reports into Lotus Notes templates."

As L.V. Lomas' sale team became more productive, the amount of sales reports that were dictated increased. To address

the higher volume of dictations that came through as a result of peak sales activity, L.V. Lomas decided to outsource some work to MedGarde, a transcription company and long-standing Winscribe client. Mr. Moore explained that "MedGarde currently transcribes about one-third of our dictations, and we use the Winscribe service on the backend to help us with the seamless passage of data files from us to MedGarde and back. This is a capability that we are very happy with."

Bottom Line Results

Improved Transcription Turnaround

L.V. Lomas' main reason for implementing Winscribe Dictation was to decrease the time from dictation to typing. Mr. Moore mentioned that "in the distribution business, we post the comments from the sales representatives' meetings on a portal for our suppliers to see. Since we have full transparency with those principals and they are aware of when meetings take place, the quicker they can see the output from meetings, the happier they are. As a result of implementing Winscribe Dictation, we shortened our dictation to transcription cycle from an average of three days to approximately 24 hours, which has made us and our suppliers quite happy."

Ease-of-Use and Quick Adoption

L.V. Lomas' executives, IT team and staff all appreciate Winscribe Dictation's intuitive design and ease-of-use. "Winscribe has truly mastered the ease-of-use for both dictating authors and transcriptionists, and, because of that, we have had a very good adoption rate amongst our staff. Furthermore, we have never had a challenge

introducing our team to the Winscribe system or bringing them up to speed quickly. This is incredibly important for companies like ours, who need to invest in solutions that can be adopted quickly and easily and provide business value," remarked Mr. Moore.

Return on Investment and Satisfaction

L.V. Lomas has also seen a return on investment from moving forward with Winscribe's digital dictation workflow management system. Mr. Moore described that "the return is largely shown on the flash to bang side of things - meaning that it permits us to collaborate and share information quickly with our internal teams and external suppliers. The increased productivity of our team and efficiency of the Winscribe Dictation system has definitely justified the cost."

Mr. Moore then commented regarding their overall satisfaction with Winscribe's software and service. "I guess we are what you would call a 'happy customer'. We have been very happy with the service that we have received from our Winscribe

account manager and Winscribe's technical service team, and we are very pleased with the Winscribe Dictation solution, as a whole."

Future Plans

With the success of using Winscribe Dictation amongst their sales team, L.V. Lomas is planning on expanding the use to their executive team later this year. Also, with hopes of further improving staff productivity and transcription turnaround time, L.V. Lomas expects to pilot Winscribe's integrated speech recognition capabilities, which utilize Nuance's widely popular, Dragon NaturallySpeaking speech recognition engine.

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