

# Cascades Direct Response Processing

## AUTO-VALIDATION

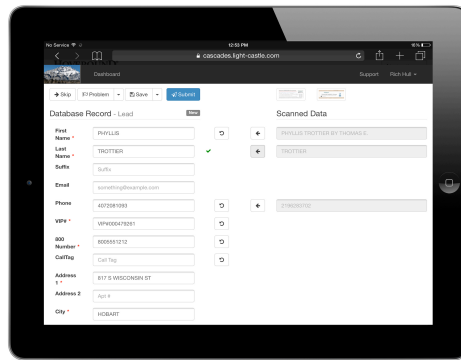
Cascades matches handwritten responses to mailing list databases to automatically validate customer interest. Clients often see 90% or more records require no manual validation.

## HANDWRITTEN FORMS

Many direct mail campaigns solicit customer information with response cards and forms. Responses are written on card or form and mailed to a collection center for data entry. Cascades converts the handwritten text into electronic form, with 99% accuracy, for pennies per database field.

## CLOUD HOSTED

All information processing occurs within a secure cloud environment. Managers and knowledge workers access their direct mail records through a web browser running on a computer, tablet or smart phone. No software has to be installed, so onboarding is quick and easy.



**Cascades** is web-based and runs on personal computers, tablets and smart phones. Validate anywhere!

The objective of direct mailings is to generate a large number of positive customer responses requesting information or seeking to purchase products and services. As a first step in the acquisition and conversion process, quick and accurate capture of customer contact information, requests and comments is critical.

Large and small businesses often struggle to surge resources to handle the data entry activities necessary to strike while the iron is hot. What's needed is an application that reduces data entry effort and enables businesses to expand their direct marketing successes.

- Cascades helps businesses transform handwritten data on direct mail response cards into clean electronic data.
- Mail pieces are scanned and uploaded to a secure cloud for processing.
- Handwritten information on the cards is extracted quickly and accurately.
- Customer information from the mailing database can be used to automatically validate responses.
- A cloud-hosted application allows users to quickly validate and export responses directly into their call center/CRM systems.

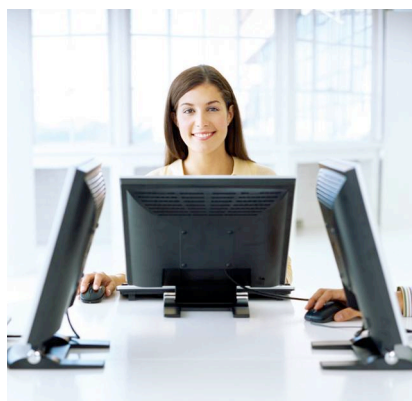
Light Castle developed Cascades to help direct mailing businesses offer cost-effective response handling services to their clients. Response cards and forms are scanned and the images are pushed into the Cascades cloud. Within 24 hours, all handwritten forms are processed, records are auto-validated, and the remaining records are ready for quick validation. All validated records are exported to the client's call center/CRM system.

Cascades is simple to use for office and part-time staff from any Internet connection.



**Light Castle**  
data analytics

## Auto-validation



### NO RISK STARTUP

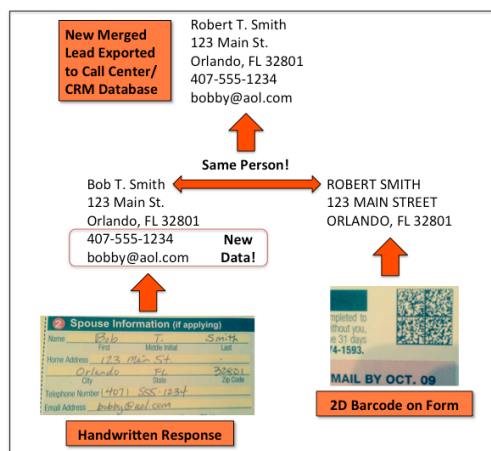
Send us examples of your response forms or cards and we'll setup a demo account using your data at no cost. Try Cascades out for up to 30 days. If you're not convinced it's the easiest way to convert handwritten responses into marketing data, don't pay us a dime.

### TURNKEY SOLUTIONS

Want to completely outsource response handling? We can help. We'll pick up responses from a local mail office, scan them and deliver back high-quality leads and opt outs without any hassles.

For more information on any of our products or services please visit us on the Web at:  
[www.light-castle.com](http://www.light-castle.com)  
Or send us an email at:  
[info@light-castle.com](mailto:info@light-castle.com)

Cascades can automatically validate responses by matching the electronic version of handwritten information against your mailing database. We do this by using information encoded and printed on each response including barcodes, QR codes, OCR identifiers, etc.



Shown above is the process that extracts electronic data from a handwritten response, compares it to the database record used to produce the mailing, and returns a merged record. By auto-validating 90% or more of the responses, Cascade client's dramatically reduce both data entry time and typographical errors.

## System Highlights

- Supports modern web browsers on Windows and Mac (Chrome, Firefox, Internet Explorer, Safari).
- Manage leads and opt outs for multiple clients from one simple dashboard.
- Export data as CSV, XML, JSON files or push directly into your systems using HTTPS or web service calls.
- Handles images scanned as PDF, JPEG and other image formats.

### SERVICES AVAILABLE

- Technical Support
- Installation and Setup
- Maintenance
- Application Support
- Hardware Support



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[www.light-castle.com](http://www.light-castle.com)  
2646 Windsorgate Lane  
Suite 100  
Orlando, FL 32828  
Phone 407.443.2744