

## Maruti Suzuki India Ltd. is the first auto manufacturer in India to automate its suggestion scheme with ABBYY FormReader™

*ABBYY's data capture solution makes Maruti Suzuki India Ltd's. suggestion scheme cost effective and time saving for successful product reengineering and customer satisfaction.*

### Background

Maruti Suzuki India Ltd. has a sales network of 600 outlets in 393 locations, and provides maintenance support to the customers at 2,628 workshops in over 1,200 towns and cities (as of March 31, 2008). Since inception, they have produced and sold over 7.5 million vehicles, including almost 500,000 units in Europe and other export markets. More than 50% of cars sold in India were a Maruti Suzuki brand.

### Situation

Maruti Suzuki India Ltd. created suggestion (feedback) schemes not only for its customer's but also for its employees, and it led the company to the popularity and success. Collected monthly, from the employees the suggestion scheme helps to enhance performance in terms of product quality, safety and cost consciousness that are entrenched into the manufacturing process. Moreover, the best suggestions in terms of cost effectiveness are being awarded. Previously, data from suggestion forms was entered manually, and the results sent to a database. It was time-consuming, and as deadlines had to be met, most of the time the team ended up working overtime at the end of the month.



### About Maruti Suzuki India Ltd.

Maruti Suzuki India Ltd. (MSIL, formerly Maruti Udyog Ltd.), a subsidiary of Suzuki Motor Corporation of Japan is India's largest passenger car company, accounting for over 50 per cent of the domestic car market. For more information please visit [www.marutisuzuki.com](http://www.marutisuzuki.com)



### About NetSpider India (NIIL)

specializes in ABBYY channel distribution and giving end-to-end solutions in various fields like imaging, networking, scanning, connectivity, project consultancy, and doing developments around ABBYY technology. NetSpider India has experienced technical skills in implementing ABBYY FineReader OCR, FormReader Enterprise, Desktop, FlexiCapture Studio and other ABBYY products. More details are available at [www.niil.in](http://www.niil.in)

### **Solution**

Maruti Suzuki India Ltd. set out to automate its system, and a search on the internet led them to NetSpider India (NIIL). This started a whole new process wherein, for the first time in India, automation using forms processing solutions was being taken up in the automobile industry.

The first step in the process was to redesign the existing suggestion form using ABBYY FormDesigner™. Therein, ABBYY FormReader 6.5 was used for processing and finally, codes were written by NIIL to extract data from the processed forms and send to a database. NetSpider India provided an end-to-end solution to the entire suggestion scheme.

### **Results**

Using ABBYY data capture solution Maruti Suzuki India Ltd. saves time and manpower, doing away with overtime. NetSpider India (NIIL) and ABBYY's acclaimed forms processing solution opened a new avenue in the world of automobile industry.