



Holland America Line Streamlines Hiring Paperwork with Capturx

Holland America Line (HAL) is part of Carnival Corporation, one of the world's largest cruise and vacation companies serving millions of guests around the world annually. For more than 138 years, Holland America Line has been a recognized leader in cruising, taking guests to exotic destinations around the world with award-winning service and amenities.

Those amenities include state-of-the-art medical centers on each ship to accommodate any needs of patients that may arise during a voyage. To streamline record keeping, Holland America Line medical crews have long used Capturx Software for digital pens, which instantly digitize medical forms as they are being filled out with pen and paper. Medical crews can focus on serving patients and document care without the distractions of complex devices or resource-intensive scanning or manual data entry.

Award winning service starts with great hiring, which is another paperwork-intensive process. New candidates go through a rigorous hiring process, comprising of extensive screenings, interviews, and health checks in both local markets and at headquarters in the United States. This employment process generates a lot of paperwork and scanning that can slow down the hiring process while adding costs. Holland America Line once again turned to Capturx software for digital pens to speed up the capture and review of pre-employment medical examination paperwork.

Challenges:

With a diverse set of customers and cruise locations – HAL prides itself on a highly qualified and experienced staff from around the world. Candidates are initially screened in local markets to review work and health history. Applications are then reviewed at headquarters in the United States as part of the scheduling and hiring decision-making process. Based on skill sets and experience, only a small number of candidates make it through this rigorous process and move forward to serve on one of Holland America Lines' 500 cruises at 350 ports, in more than 100 countries.

In the case of candidates and current employees from Jakarta and Manila, for example, local teams complete and scan more than 1500 forms every month. The sheer volume of paperwork causes a delay of 5 to 10 days from data capture to scanning and sending of forms to HQ for review. In addition to the process being time and resource consuming, the delay also creates the risk that good candidates accept other offers while waiting for HAL's hiring and scheduling decisions.

Summary

Customer: HAL is a recognized leader in cruising, taking guests to exotic destinations around the world for the last 137 years.

Challenge: HAL's qualified and experienced staff are carefully selected. The sheer number of applications delays HQ's access up to 10 days, as well as scheduling and hiring decisions.

Solution: Capturx for Microsoft SharePoint Server 2010 and digital pens, instantly digitizes and sends paper-based application data to headquarters.

Results: HQ gets access to applicant data in real time, with faster data access they can make faster hiring decisions. The solution is simple for teams to use and the data delivery is very reliable, requiring less administrative work and overhead.

“Capturx Software helps us to streamline the data collection and sharing process, so we can make important decisions sooner and, most importantly continue to honor our tradition of award-winning service.”

“Now we can get information in real-time, no more waiting to make decisions that we can act on today.”

SHARONNE HANSON

Manager Fleet Crew Medical,
Holland America Line

Solution: Capturx for Microsoft SharePoint 2010 and Digital Pens

Holland America Line selected Capturx for Microsoft SharePoint 2010 for digital pens to automate forms-based data capture and review, so remote teams could share staffing documents with headquarters in real-time. The screening crews continue collecting data on their familiar paper forms, but with Capturx, each is printed with a digital watermark enabling it to be tracked by a digital pen as they write.

As information is written in ink on the paper, it is also recorded and stored on the digital pen. When the form is completed, the local crews can send data to headquarters by simply connecting their digital pens to their PCs through USB or by connecting their pens to cell phones using built-in Bluetooth. The data is instantly transmitted, formatted, and automatically integrated into Microsoft SharePoint Server.

Headquarters receives an automatic alert notifying them when forms have been uploaded to the SharePoint Server and are ready for review. Each form can be viewed in PDF both as handwriting and converted text.

Benefits

Less Administrative Overhead = Higher Productivity

With Capturx, the regional screening teams no longer need to spend time scanning forms, which enables them to spend time with more applicants. Teams no longer need to spend hours manually scanning and sending forms.

Faster Data Access = Faster Hiring Decisions

Headquarters gets important candidate data in real-time, with alerts making it easy to track and respond to new candidate information. Recruiting teams can immediately review applications for promising candidates – so they can be hired and serving customers faster – while reducing the chances of their taking other jobs.

Works the Way They Work = Simplicity and Reliability

Although Holland America Line has changed the speed and efficiency of their information sharing and decision making, they did not have to significantly change their data collection process. Teams can continue simply and reliably collecting information on paper forms. In addition to immediately creating shareable digital data, Capturx also create PDF copies of each individual form for archiving that is searchable for anyone with the proper credentials and access to the server.