



# Extract critical information from auto documents

## The problem

For any company dealing with cars, extracting information from auto-related paperwork is error-prone and tedious — not to mention boring for whoever has to do it.

Though the world has gone digital, handling automotive documents is still painfully manual: scanning pages into a PDF, passing them to someone else's desk, extracting information line by line. In some cases, one person has to look through the same type of document hundreds of times, typing long strings of cryptic numbers such as the vehicle identification number (VIN) into an ERP or centralized database.

When customers write in requesting adjustments to documents — a change in ownership, for example, or a policy cancellation — this generates another stack of manual work.

## The solution

We use artificial intelligence and automation to speed up every step of the process. This includes extracting relevant data from PDFs or images, then sending that data to the right place. In the end, this boosts accuracy and saves your company hours of valuable time.

### Here's how it works

Automation Hero can connect to many types of data sources, including email clients, an ERP, or a CRM like Salesforce. Our platform syncs up with your information, wherever it's stored, automatically retrieving, say, scanned PDFs.

### OCR for documents

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Our purpose-built Optical Character Recognition pulls data from the most complex forms

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|--|----------------|--|--------------------|
| 1. VIN<br><b>U439449</b>   |                | 2. DATE OF PURCHASE<br>4/05                        | 3. ODOMETER<br>365 |
| 5. MFRS. MODEL YEAR<br>2005  | 6. MAKE<br>BMW | 7. MODEL NAME                                      |                    |
| 10. CYL. PASS. DRS.<br>2 4 3   |                | 11. VEHICLE IDENTIFICATION NUMBER<br>7 3 6 6 2 6 3 |                    |
| 12. OWNER(S)<br>FIRST MIDDLE LAST-NAME(S)<br>Diana Mairen  |                |  |                    |
| 14. MAIL ADDRESS (NO. AND STREET)<br>4 Lemming Road<br>CITY OR TOWN, STATE, ZIP<br>Brighton, Ma. 02135 |                |  |                    |
| 16. FIRST LIENHOLDER (IF NONE, WRITE NONE)   |                |  |                    |
| 18. ADDRESS (NO. AND STREET)<br>CITY OR TOWN, STATE, ZIP   |                |  |                    |
| 20. SECOND LIENHOLDER  |                |  |                    |

Then an AI model specifically designed for auto documents — a car title, for example — aligns the scans and uses optical character recognition (OCR) to extract information like the make or model from relevant fields. Automation Hero trains its deep learning-based OCR models on custom domain knowledge, meaning it's better equipped to extract detailed, relevant information.

Then the platform can perform hundreds of actions that aid in post-processing of data. These ultimately help boost the final accuracy.

That information, along with image snippets, is passed to Robin, our personal assistant for attended automations. Robin serves up the information to agents, who can log into Robin then check the extracted information and do final cleansing where necessary.

Information from Robin then moves into a backend automation, where it is imported into an ERP or centralized database, via REST API or any other connector.

For customer emails requesting changes to documents, we can use AI models to analyze incoming emails and discover the intent within them, and then create other models that respond automatically or route the emails to the appropriate department.

**>90% accuracy**

AI + automation produce more than 90% accuracy for most extracted fields

## Benefits

- **Humans in the loop:** Data passes through an automation assistant, Robin, for agents to review before upload
- **Gamified interface:** With Robin, agents view data in an interface that motivates them to review many documents in a short time
- **Easy to view:** Image snippets for all fields means humans can compare extracted values with little eye movement and without scanning a dense PDF
- **Save time:** For organizations processing millions of documents each year, shaving precious minutes off of input and analysis saves hundreds of hours worth of work
- Quickly build AI models that are laser-focused on tasks like extracting values from one field in a document
- More than 90% accuracy for most extracted fields
- Robust AI can determine clean data from dirty data, where input information is unclear
- Purpose-built OCR (optical character recognition) is guided by AI
- When employees make decisions using Robin, their actions help retrain the AI models, which further improves accuracy in all fields

## Additional use cases

- Automated cancellation of auto insurance policies
- KYC (Know Your Customer) and other identity verification or risk assessment for auto loans
- Smoother compliance checks with new regulations