

# THE VALUE OF DRIVER'S LICENSE PARSING: AUTOMATE A WIDE RANGE OF IDENTIFICATION VERIFICATION TASKS IN RETAIL AND BEYOND



The DS6878-DL offers the comprehensive data capture capabilities required to keep lines moving — including the ability to automatically process driver's license information. The ability to automatically and accurately capture name, address and other identifying information, as well as verify age in just a split second, helps streamline many processes, from loyalty card applications and returns processing in retail, to check-in at hotels, to check processing in state and local government agencies.

## THE CHALLENGE — THE TIME-CONSUMING AND ERROR-PRONE MANUAL CAPTURE OF PERSONAL INFORMATION

From the checkout stand to the check-in counter, service and speed are paramount to reducing wait times and protecting customer service quality. When business processes require employees to utilize driver's licenses to capture identity information or check age, the manual administrative steps required can bring throughput to a temporary halt. At the retail point of sale, checkout associates need to take time to manually calculate a shopper's age for an age-restricted purchase. At the pharmacy, associates need to write down identification information in a paper logbook or manually type the information into a database for customers who are purchasing certain controlled pharmaceuticals. In admitting in a hospital, administrative staff must manually type the identifying information typically found on a driver's license into the computer. In addition to the increased opportunity for error, these manual procedures add administrative time at crucial chokepoints, reducing throughput. The result is longer wait times, frustrated customers, the erosion of customer loyalty and potentially lost sales — impacting profitability and the overall bottom line of your business.

## THE SOLUTION — COMPREHENSIVE ADVANCED DATA CAPTURE WITH INTEGRATED DRIVER'S LICENSE PARSING

The Symbol DS6878-DL cordless imager provides all the features you need to keep lines moving, no matter what task is required — including the ability to automatically process driver's license information. The ergonomic and easy-to-use device can accurately capture all 1D, 2D and PDF417 bar codes on labels, mobile phone displays and driver's licenses. The on-board driver's license parsing agent enables workers to automatically and accurately capture name, address and other identifying information as well as verify age — all in a split second. And when this versatile scanner is paired with the hands-free presentation base, additional advanced features are available. Workers can easily capture documents and photographs. OCR functionality enables the capture of actual text in documents. And MICR technology enables the capture of the numeric information on the bottom of checks to turn paper checks into electronic debit transactions.

## APPLICATIONS

### Retail

- Increase credit and loyalty card applications... without increasing wait times
- Streamline and reduce the cost of record keeping for controlled substances
- Instant and accurate age verification
- Fast, paper-free returns and exchanges...and granular returns monitoring

### Hospitality

- Faster guest check-in
- Increased security in valet parking

### State and Local Governments

- Faster access to citizen records
- Faster check processing

With integrated Bluetooth® technology, workers are no longer tethered to a host device, free to roam as far as 300 feet/100 meters away. The latest in scanning technology delivers rapid fire scan speeds to maximize productivity. Built on Zebra's revolutionary SE4500 scan engine, the DS6878-DL brings: 1D laser scanning performance to 2D bar codes; the ability to capture even poor quality and damaged bar codes; plus omni-directional scanning — eliminating the need to carefully orient the bar code and scanner. Add industry-leading motion tolerance and you have a scanner that enables true 'scan-and-go' — allowing enterprises to maintain superior throughput in the most scan-intensive applications.

### **NEW APPLICATIONS AND IMPROVED EFFICIENCY IN RETAIL, HOSPITALITY AND GOVERNMENT**

The ability to automatically capture, process and utilize driver's license information helps improve efficiency in retail, banking and hospitality applications, as well as in state, local and federal government agencies.

#### **In retail: from the largest chains to the smallest boutique**

From scanning purchases to verifying age, processing returns and exchanges, and expediting credit and loyalty card applications, you can count on the DS6878-DL to enable a new level of productivity and service excellence at the Point of Sale (POS).

#### **Increase credit and loyalty card applications... without increasing wait times**

Store-branded credit and loyalty cards offer powerful opportunities for retailers to engage their shoppers in a more personal and meaningful way, improve customer loyalty and grow revenue. While these cards present customers with valuable discounts and special deals, many shoppers are reluctant to take the time required to fill out an application form at the register — whether due to their own time-pressed schedule or the growing line of impatient shoppers behind them.

The DS6878-DL overcomes this barrier, enabling customers to sign up for credit and loyalty cards in seconds. A quick scan of a driver's license (or other ID card that contains personal information embedded in a PDF417 code) instantly populates the necessary fields on the application form. Customers simply need to sign a signature capture screen to complete their application — it's fast and effortless. Customers can begin enjoying the benefits of the card instantly and the retailer adds another loyal customer — all with minimal impact to POS flow. Leveraging this technology, one retailer decreased credit card processing times by as much as 50 percent — and increased credit applications by 40 percent. And an uptick in cardholders leads to increased customer loyalty... and sales.

#### **Instant and accurate age verification**

By capturing information from a driver's license, the DS6878-DL helps retailers ensure legal compliance when selling items with age restrictions, without impacting



## APPLICATION BRIEF

DS6878-DL

checkout throughput. A quick scan of a PDF417 bar code on a driver's license or other ID card allows the customer's age to be instantly and automatically verified, without requiring associates to perform manual calculations. Automating age verification saves critical time at the point of sale, while also eliminating the very real risk of calculation errors that can result in the inadvertent sale of controlled products to underage customers. Additionally, while the birth date typed on a license can potentially be altered, a bar code cannot — enabling associates to easily identify a tampered license and ensure compliance with government regulations.

### Fast, paper-free returns and exchanges

Lengthy paper forms easily create bottlenecks at the register or the returns desk — resulting in long lines, frustrated shoppers and frazzled associates. The DS6878-DL executes fast and efficient returns, ensuring that customers with returns are on their way just as quickly as if they had made a regular purchase. With a quick scan of a PDF417 bar code on a driver's license or national ID card, a return form can be auto-populated in seconds, virtually eliminating data entry errors and delays. A subsequent scan of the sales tag on the item instantly processes the return and enters the item right into inventory — ensuring instant visibility for future sales.

Additionally, by capturing customer information with each return or exchange, retailers are better equipped to spot patterns, identify fraudulent returns and protect profitability. By requiring customers to furnish identification when making a return, retailers are more likely to deter would-be criminals who may enter a store, pick up an item and proceed to the returns department to obtain a refund without actually purchasing the product. Furthermore, capturing the name and address at the returns desk gives customer service representatives the data needed to easily recognize those shoppers who frequently return purchases — ideal for retailers who do not require purchase receipts for returns.

### Streamline and reduce the cost of record keeping for controlled substances

The DS6878-DL automates the purchase of controlled over-the counter medications or other controlled items that require documentation of the customer's identification. Time-consuming manual procedures are replaced with two quick scans. The first scan captures the customer's name and identification from a PDF417 bar code on a driver's license or other ID card. And with the scanner docked in the hands-free presentation cradle plus the ability to recognize standard signature brackets for accurate aiming, workers can electronically capture the customer's signature — further streamlining the process.



In seconds, the DS6878-DL creates an electronic record that contains the purchased substance, customer identification information and signature, practically automating the compliance process. Digital imaging replaces physical files with electronic recordkeeping, dramatically reducing storage and administrative costs, while increasing data accuracy. There is no longer a need to manage mounds of paper and maintain paper files. The opportunity for associates to misplace or lose records is eliminated. And retrieving a needed record or producing a report for compliance auditors is just a mouse-click away.



## **APPLICATION FLEXIBILITY TO STREAMLINE PROCESSES BEYOND RETAIL**

With a powerful feature set, industry-leading scanning performance and cordless ergonomics, the DS6878-DL imager delivers exceptional application flexibility beyond the retail checkout stand. The versatile device helps increase productivity, accuracy and efficiency in a range of applications, including:

### **Hospitality**

At the check-in counter, the DS6878-DL streamlines the guest registration and check-in process, enabling hoteliers to deliver the superior customer service that today's guest expects. By scanning a guest's driver's license, a hotel desk clerk instantly auto-populates the registration form with the necessary information. With fewer forms to fill, guests are processed more quickly and can be on their way to enjoy their stay. Wait times are kept to a minimum, even during peak check-in times.

In addition, when used with the optional hands-free cradle, the DS6878-DL offers advanced data capture capabilities that can be utilized in other value-added applications throughout the hotel. For example, the ability to capture the photo on the driver's license and place the image on file allows valet parking attendants to double-check patron identity when guests retrieve their vehicles.

### **State and local government**

In a wide range of city planning and other local government departments, the DS6878-DL can reduce the volume of paper records and the associated administrative processing times. By scanning a driver's license or other government issued ID card, a government clerk can instantly verify a citizen's identity and even access any associated records. And when processing payments, administrators simply scan the 1D and 2D bar code on the invoice to pull up the record, and then process the paper check as an instant EFT debit transaction. By minimizing manual paper-based steps, the DS6878-DL dramatically streamlines workflow, driving faster cash-to-cash cycles and increasing staff efficiency.



## **POWERFUL FEATURE SET FOR A FAST RETURN ON INVESTMENT (ROI)...AND A LOW TOTAL COST OF OWNERSHIP (TCO)**

The DS6878-DL offers a wealth of benefits that provide a rapid ROI, helping enterprises: improve productivity, throughput, customer satisfaction and retention levels; reduce errors; and enable cost-effective compliance with government regulations. In addition, other features provide the low TCO required to easily justify this investment — even in the face of stringent budget constraints:

### **The durability required for dependable everyday use in demanding enterprise environments**

The DS6878-DL offers Zebra's best-in-class drop specification and IP43 sealing, providing reliable operation despite everyday drops, bumps and spills.

### **Superior enterprise support**

The stringent durability specifications combine with enterprise-class support programs to help ensure maximum uptime, maximum device utilization and maximum return

on asset (ROA). Zebra's Service from the Start Advance Exchange Support with Comprehensive Coverage is an exceptional service that significantly reducing unforeseen repair expenses with:

- Next-business-day replacement of devices that require repair
- Coverage for normal wear and tear and accidental damage to internal and external components

### **Low cost management**

The DS6878-DL offers integrated support for Zebra's Remote Scanner Management (RSM), minimizing one of the largest costs associated with any mobility solution — everyday management. RSM enables centralized management of all DS6878-DL devices, substantially reducing the time and cost required to initially provision, update, troubleshoot and account for all your scanning devices.

For more information on how your operations can benefit from the DS6878-DL cordless imager, access our global contact directory at [www.zebra.com/contact](http://www.zebra.com/contact) or visit [www.zebra.com/ds6878dl](http://www.zebra.com/ds6878dl)

**APPLICATION BRIEF**

DS6878-DL



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