



Case Study

LaLaport Management Co., Ltd. Paperless Credit Card Slips

A First in Japan! Digitization of credit card signature slips drives a significant paper reduction



slip had been signed by the customer, filing them and then storing them in a warehouse is extremely labor-intensive and time-consuming.

In order to solve this problem, LaLaport Management introduced NTT DATA's CAFIS Paper Slip Management Service, the first service in Japan to deliver both digitization of credit card signature slips and storage of slip data. By digitizing signatures, they wanted to promote paperless credit card signature slips, reduce cashier errors and increase business efficiency.

LaLaport Management operates and manages 55 commercial facilities (shopping centers and outlet parks) throughout Japan comprising about 5,000 retail tenants. Impelled by their aim of operating and managing environment-friendly stores, their attention was drawn to the credit card slips used by customers when they make their purchases. The stores were using about 24 million paper slips per year, so the management of these slips had become a major issue for the operation and management of the commercial facilities. The whole process of collecting the slips from each tenant in the commercial facilities, checking that each

It was deployed across five facilities that had been planning to update their terminals, starting with the Marine Pia Kobe Mitsui outlet park on Friday, July 8th, 2011 and then the LALA GARDEN TSUKUBA Mitsui shopping park on Wednesday, July 27th.

LaLaport Management will analyze the results of the service's introduction in the five facilities, with the aim of further deployment in other facilities. NTT DATA is also keen to expand the number of the service's users and is planning to deploy it in more than 10 companies by the end of FY 2015.

User's Voice



Ms. Yoshida LALA GARDEN TSUKUBA store manager

For most customers it is the first time that they have used an LCD signature tablet, so I often hear extremely favorable reactions from them, along the lines of it being "fantastic", "groundbreaking" or "interesting". They all enjoy signing with it. In particular, younger customers have no problem signing the tablet as if it were a paper slip and seem impressed that shoppers can now sign like this. The main advantage to us is that we no longer have to store customers' personal information. We sometimes made the mistake of carelessly giving customers a colored pen to sign with or wasted time verifying customers who had signed in the wrong place. When we introduced this service, all these problems disappeared and our business efficiency also increased. It's also easy to use. Once our staff learns the correct procedures to be used, they handle it with ease.

