

Work Smart

Make customer correspondence simple and efficient

Create personalised customer correspondence: compliant and on-brand

In today's digital era, managing increased demands for personalised business communications can be a real challenge. For organisations operating in regulated sectors such as, insurance, banking, telco/utilities, and government for instance, keeping up with changes in regulations, adds yet another layer of complexity. Faced with the hurdles of managing inflexible disparate systems, these companies often struggle to generate and deliver the consistent and compliant customer communications needed to stay competitive.

Adding a flexible technology to their existing infrastructure can help overcome these issues and enable:

- Centralised compliance control
- Personalised ad hoc capabilities
- Streamlined and consistent multi-channel customer communications
- Business user empowerment and optimised customer experience
- Reduced time to market through automation

Examples of correspondence from various industries:

Quotes	Loan documents	Regulatory forms
Insurance policies	Contracts	Citizen inquiries
Claim documents	Account statements	Tax notifications



Studies have shown that it can take between **3 weeks and 3 months** to create or update a document template when relying on IT or external entities.

Send consistent and compliant correspondence from one system to multiple channels

Using a single platform, enhance your control over the creation, digitisation, and automation of customer correspondence. Reap the benefits of designing, managing, and distributing batch or on-demand correspondence, to your customers' preferred channels.

Whether through print, email, mobile*, or web*, communications are consistently compliant, accurate, and timely. By centralizing all correspondence production, your business gains the flexibility to meet customers' demands, without compromising regulatory adherence or corporate standards for branding, language, and layout.

Empower customer-facing employees, deliver personalised correspondence, maintain corporate standards

Enable business managers and front-line employees to personalise communications to improve customer experience. Your marketing, legal, and line-of-business teams can centrally control the content they own and know best. Content blocks (e.g. text, image, logo) can be modified once and any document templates that reference them would be updated. All pre-approved document templates are managed in one location, allowing front-line employees to create and customise correspondence in a controlled editing environment. Correspondence remains compliant and consistent, without compromising the content or design, and still allows for any personalisation requirements.

Automate your key correspondence processes and quickly adjust communications

Leverage and enhance your existing systems with an added layer of automation and digitisation. Optimise or re-engineer existing processes, based on set business rules. By reducing the dependency on IT or third-party providers to deliver necessary changes to document templates, outgoing communications can be easily updated and distributed, to respond to market demands.

Correspondence Management Workflow

CORRESPONDENCE MANAGEMENT (CM) PORTAL

- ▶ Content Editing Portal
- ▶ Document Editing Portal
- ▶ Print Portal

