

What is Correspondence Management?

Correspondence management is the systematic process of reviewing and approving customer-facing documents with information created by key business users, often legal or marketing.

This process ensures that documents include accurate and up-to-date information, including any associated legal terms, policies, and promotions. In many cases, this requires the involvement of IT contributors, who need to set up a project to modify and review underlying business-critical templates.

Smarter CM



Create, edit, and fully personalise correspondence using a controlled editing experience



What are the main problems?

According to Objectif Lune and external studies, it can take anywhere from three weeks to three months, to implement even simple changes to templates, when relying on IT or external entities.

Many businesses still rely on rigid systems that have limited correspondence-generation potential, poor multi-channel output capabilities, and little to no opportunity for user-entered content. Correspondence is often managed in word processing systems with countless templates, very limited compliance control, and little integration with output systems. As a result, correspondence management processes are often highly manual, inefficient, and error-prone.

Why is Correspondence Management critical?

In today's digital communication era, all outgoing customer correspondence must be timely, consistent, accurate, personalised, easy-to-read, and error-free, to ensure a positive customer experience. In this context, for organisations across many industries, having the right correspondence management tools and processes in place is key to building and maintaining a competitive advantage.

Target industry

- Financial services
- Healthcare
- Public sector
- Utilities

Target Customer

Organisations operating in regulated sectors, often lacking the infrastructure to generate personalised multi-channel communications.

What is the typical process?

- ▶ Customer-facing documents are typically the result of data from a Line of Business system (LOB) being merged with a template. This template is often created by IT but is based on many requirements established by legal, corporate compliance, and marketing departments.
- ▶ These high-frequency requests often result in a very time-consuming change request process, meaning that client facing documents can quickly become outdated.
- ▶ The general solution for such frequent changes, is for IT to limit the number of updates to one or two per year, which restricts business users' ability to quickly react to changing situations.
- ▶ Once a new template is approved, deployment to business users is often implemented using shared drives. Without any controls preventing local copies from being stored and used however, outdated versions can remain in use long after new updates have been approved.

Some of the problems:

- Risk of correspondence not complying with regulatory requirements for timeliness, content, and auditability.
- Delays due to limited IT resources or dependence on third-party providers to make document changes.
- Limited correspondence-generation capabilities with legacy and modern line-of-business systems.
- Word processing systems offer very limited compliance control, fulfillment automation, or integration to output systems.
- Time-consuming and error-prone nature of managing large quantities of Word-based templates.
- High cost of non-standard tools and decentralised processes.
- Inconsistent application of branding and messaging in business correspondence.
- Lower customer service productivity and increased response times to customer inquiries.

Because of their rigid systems, companies are often unable to change their template in a timely manner.

Such changes include:

- Design changes for corporate branding, change of address, or for legal and regulatory requirement updates.
- Personalisation including customer name, targeted promotions, and content.
- Delivery preferences changes, such as sending documents via mail or electronically through digital channels.

Target buyers and what they want:

1. **The operations manager:** needs to eliminate manual processes and errors to improve customer experience.
2. **The business manager:** looking to modify templates on demand.
3. **The content owner:** wants to ensure that only approved content is used in all outgoing correspondence.
4. **The IT manager:** wants a solution that easily adapts to their systems and processes.
5. **The CFO:** expects to lower overhead costs.

Why choose OL Connect?

A flexible technology, working with existing systems to:

- ✓ Centrally create and control document models, content blocks, and placeholders for customer data.
- ✓ Create, edit, and fully personalise correspondence using a controlled editing experience.
- ✓ Send correspondence via email or print.

How OL Connect works?

1. OL Connect creates and manages a correspondence management portal, that allows web access to user-specific areas with appropriate control. It includes a database for managing content centrally.
2. Content owners create and schedule their content at any time without IT involvement.
3. Business users initiate documents from their existing systems, allowing OL Connect to enforce compliance with approved content. They can then log into their own user area to view and edit them post-composition, to provide personalisation, before emailing or sending to a print queue.
4. The print operator can log into their area to view the jobs, select and print one-off documents, or choose multiple documents for batch printing.
5. Customers receive their correspondence with accurate and personalised content, in a timely manner.

Key benefits of Objectif Lune Correspondence Management Solution

- Send consistent and compliant correspondence from a single system to multiple channels.
- Give business users control over what they know best.
- Empower customer-facing employees to deliver personalised correspondence.
- Automate key correspondence processes and cut time to market.

What to ask?

1. Are you able to send correspondence according to your customers' communications preferences?
2. How long does it take you to change templates?
3. Are you able to personalise your documents as quickly as you'd like?
4. How often can you make changes to existing document templates?
5. Can you easily extract customer data from your systems and integrate it into your correspondence?
6. How do ensure compliance of your business correspondence?
7. Is your correspondence branding and messaging consistent across the business?
8. What is your customer satisfaction rate?

connect.objectiflune.com/correspondence-management-solution

