

Customer Communications solution

Deliver engaging correspondence, trim costs, and generate new revenue



“When Chartis’ Private Client Group looked for new ways to expand and improve our relationship with customers, we collaborated with Adobe to produce an intuitive document-centric interface that utilizes Adobe’s customer experience management solution capabilities. The result is a policy document electronic delivery platform, which advances our direct marketing efforts and enables customer self-service.”

Karl J. Uphoff
Chief Information Officer,
Global Consumer Lines,
Chartis

Impersonal, mass-produced correspondence no longer meets customer expectations. Today, competitive enterprises must deliver relevant, engaging communications—keeping one eye on costs, the other on developing new revenue opportunities. Enterprises that can’t meet expectations for timely customer service and engagement will lose customers to competitors that can. Therefore, enterprises are challenged on two fronts. They must bring relevancy and richness to traditionally impersonal, bulk interactions, such as monthly statements and bills. However, they must also improve the efficiency and timeliness of highly customized correspondence, such as letters, notices, welcome packets, and quotes.

Consider the monthly statement: As a recurring communication that customers expect, it’s a great channel for engaging customers. But it is severely underutilized. The same holds true for electronic statements, which improve on paper statements by cutting the costs of printing and mailing. But, as static digital copies, their ability to engage customers beyond viewing and printing is limited.

On the other end of the spectrum is customer correspondence such as notices, letters, or welcome kits, which often require customization by front-line employees. Today, many enterprises are handicapped by multiple legacy systems or manual, labor-intensive, inefficient processes. This affects costs, compliance, and agility, which continue to be critical business challenges that limit the efficiency and ability to deliver engaging customer correspondence.

Without overcoming these challenges, enterprises will be hard pressed to improve customer loyalty and take advantage of the new revenue opportunities these channels can provide.

Deliver engaging, efficient customer communications

Adobe’s Customer Communications solution, part of Adobe’s set of Customer Experience Solutions, helps enable enterprises to overcome these challenges and seize the opportunity to improve customer interactions. By adding two-way interactive communications and centralizing the management and delivery of multichannel communications, enterprises can modernize legacy correspondence capabilities and unlock new revenue opportunities and efficiencies. The Customer Communications solution helps enable enterprises to drive relevancy into static, bulk communication through the use of interactive statements while improving the efficiency of on-demand, ad hoc, system-generated communication with correspondence management:

Enhance correspondence management to control costs and compliance

The solution helps to improve the efficiency of correspondence management through all phases of correspondence: creation, assembly, delivery, and archiving. During the creation phase, business users can more easily prepare standard templates and content using intuitive tools and easily define business rules for inclusion of content. Templates and content can be more quickly updated, reducing IT dependence. In the assembly phase, front-line employees assemble correspondence containing prefilled customer data, free-form text, and preapproved content. They add interactive forms to the correspondence to create actionable, two-way communications that can improve the customer experience as well as efficiency. In addition, integrated preview and approval processes for correspondence promote quality control.

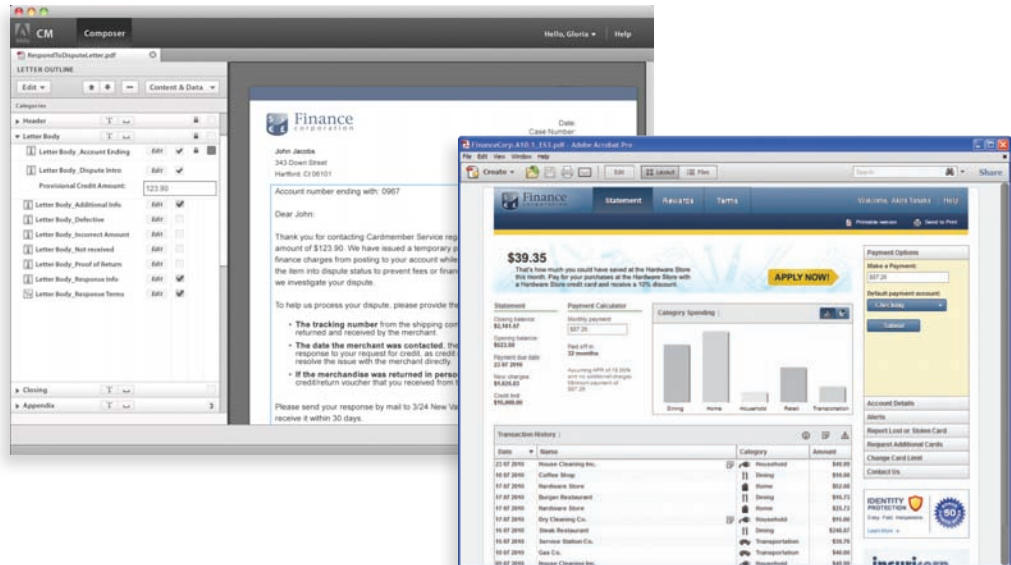
"Documents such as contracts, letters of promotion, and evaluations predominantly consist of standard text blocks. It was important for us to find a solution that provided sample templates stored in a central database that could be utilized in a flexible manner. With Adobe, this is easily accomplished. Documents are always up to date and reduce work for end users."

Rainer Hahn
 Leader IT management,
 HR Shared Services,
 Deutsche Telekom AG

Finally, during the delivery and archiving phase, sensitive correspondence can be more protected using security capabilities to help ensure the privacy of customer information. Correspondence can be delivered via the customer's preferred communication channel, whether electronic, mail, or fax. It can then be archived by creating searchable PDF files. In all phases, centralized management and audit trails can improve compliance. By streamlining end-to-end human-centric correspondence processes using more robust, flexible workflow capabilities, enterprises can trim costs and improve the efficiency, timeliness, and accuracy of customer interactions.

Deliver interactive statements to boost loyalty and revenue

Adobe's Customer Communications solution also can improve the relevance of bulk correspondence such as monthly statements by transforming them from static documents into rich, personalized, interactive correspondence for your customers. The statement is delivered directly to customers' email inboxes as a secure, interactive PDF file. With interactive statements, the possibilities for customer engagement are virtually limitless. Customers can manage their accounts and use the built-in services to pay, buy, redeem, query, dispute, learn, chat, and more. Ease of use and interactivity drive customers to discontinue receiving paper statements and increase the adoption of online self-service features, reducing call center volumes and support costs. In addition, enterprises can generate new revenue through underutilized regular customer touchpoints by transforming them into a new marketing channel. Embed targeted rich advertisements based on customer profile and history to sell new products. Then use real-time analytics to measure responses and optimize offers.



With Adobe's Customer Communications solution, organizations can improve the management, assembly, and delivery of personalized customer communications as well as transform static regular communications such as monthly statements into new interactive channels for marketing and engagement.

Adobe understands customer experience and helps enterprises deliver digital experiences that let them communicate more effectively with their customers across print and digital media. By leveraging Adobe's market-leading, ubiquitous, interactive technologies, such as Adobe® Acrobat® Dynamic PDF and the Adobe Flash® Player runtime, enterprises can transform static, one-way correspondence into more secure, dynamic, two-way communications with their customers. By integrating these technologies with sophisticated workflow capabilities, enterprises can now leverage an extensible customer communications solution built on the Adobe® Digital Enterprise Platform. Adobe's Customer Communications solution can allow enterprises to deliver engaging correspondence that can trim costs, improve compliance, enhance customer loyalty, and generate new revenue.

For more information

Solution details:
www.adobe.com/solutions/customer-experience/customer-communications



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