CUSTOMER COMMUNICATION MANAGEMENT

The Importance of Multi-Channel Engagement

AFTIA

Verified
Partner Solution

THE DIGITAL CORNER

DIGITAL SELF-SERVICE & THE DEMOGRAPHIC SHIFT

CONSUMER EXPECTATION IS DRIVING DEMAND ON A SCALE WE'VE NEVER SEEN BEFORE

The digital corner is an inflection point where consumers expect digital experiences to keep pace with industries that lead in technology innovation. In 2016 Millennial overtook Boomers as the largest living generation in the United States. Gen Y are early technology adopters, and they are driving self-service options in every industry. This changing of the guard is accelerating the pace at which organizations are approaching the digital corner.

Consumer expectations are driving demand on a scale that is compelling providers to leverage new technologies, making effective use of time, and producing positive outcomes at lower costs. Customer experience has now become a competitive mandate for every organization, which is creating opportunities at every stage of the customer journey to provide better service.
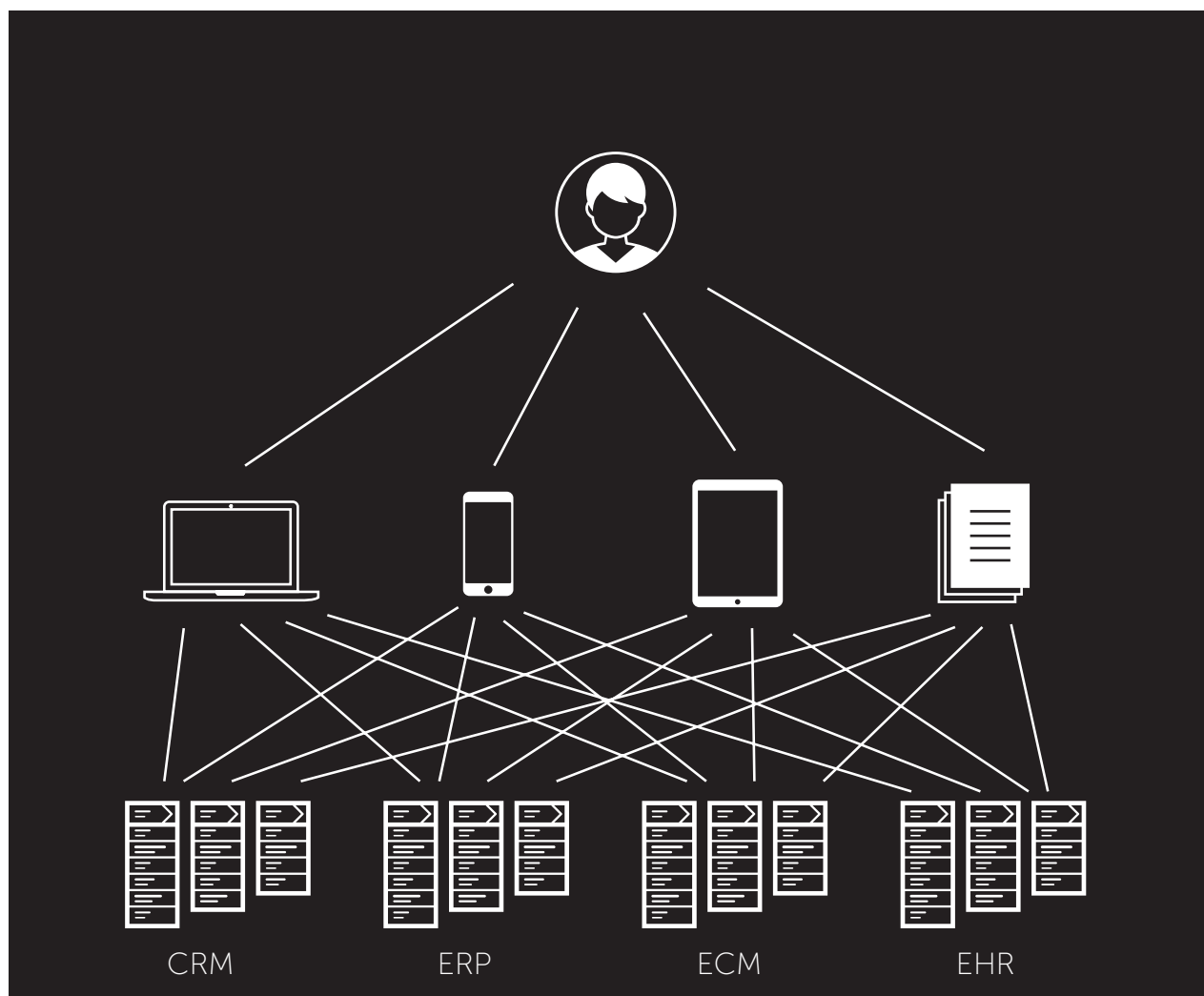
CUSTOMER

COMMUNICATIONS

Once a customer has been onboarded your organization needs the ability to generate recurring customer communications that are consistent, compliant, and personalized. Lack of automation in generating communications such as account notices, and monthly statements, hurts efficiency and can lead to errors.

Generating documents and content that is consistent across channels and devices is important in keeping customers engaged with your services. Taking a content first approach will allow your organization to deliver exceptional digital communications while still addressing your needs for print.

DISCONNECTED SOLUTIONS

When it comes to output, back-end systems have failed to keep up with the accelerating pace of multi-device content consumption. Organizations are struggling to unify customer communications across channels because their legacy systems are siloed and were not designed for multi-output functionality. Over the years point solutions have been deployed to address a diverse range of output needs, yet these solutions often require manual intervention between systems and processes.

EXPERIENCE MANAGEMENT

Having an experience layer between your back-end systems and your customer communi-cations allows for the unification of experiences across channels. Adobe Experience Manager will pull data from all of your existing back-end systems and programatically generate communications and correspondence for you customers. Streamline your customer communications by using Adobe Experience Manager as the single interface for all customer communications regardless of where customer data is held within the enterprise.

CONTENT FIRST

PREPARING CONTENT FOR MULTIPLE STREAMS

Content creation for customer communications is often locked to specific output channels, meaning time and cost are multiplied for a multi-channel strategy

Customer experiences have moved quickly away from print towards digital. Traditionally, adopting new digital channels has meant recreating content to fit the new format. With Adobe Experience Manager you can take a content first approach to generating customer communications. Once content has been approved, it can be dynamically rendered to the proper device or channel. Recurring customer communications such as monthly statements or notices can be completely automated. For ad-hoc communications, content can be saved into fragments that can be deployed across your customer touchpoints. When a change is needed, you can simply update the content fragment and it will push the changes across all of the documents and communications where it resides. Content fragments can be secured through role-based access to ensure consistency and compliance.

DIGITAL + PRINT

TRUE OMNI-CHANNEL

Print may be the dinosaur of customer touchpoints but it is certainly not forgotten. Across all industries there are still billions of impressions of prints done every month for customer communications. The key to a proper customer communications solution is to bridge the content gap, from digital to print. Using Adobe Experience Manager as your experience layer will allow your organization to take a content-first approach, but what about batch printing and print stream outputs?

AFTIA has integrated Adobe Experience Manager with Crawford Technologies to make print stream transformations possible. This integration of technologies offers organizations a true omni-channel end-to-end customer communication management solution that includes true print formats such as AFP and Mail merge.

CRAWFORD TECHNOLOGIES

CONTACT US TO LEARN MORE ABOUT HOW AFTIA IS
ACCELERATING CUSTOMER COMMUNICATIONS

Verified Partner Solution

AFTIA

sales@aftia.com
613.857.1236