



Napersoft CCM 6 Express Document Platform

Benefits

- **Improved Customer Service –**
Delivers great-looking documents that are personalized and distributed in the method each customer prefers
- **Expense Reduction –**
Saves you money with reduced postage fees and other operational expenses
- **Business Growth –**
Transforms routine correspondence into personalized messages for selling new services to existing or new customers
- **Process Optimization –**
Optimizes the processes of template creation, document formatting, generation, and distribution so employees can be more productive with their core responsibilities
- **Regulatory Compliance –**
Facilitates regulatory compliance by using required formats and terminology
- **Reduced IT Support –**
Simplifies document creation and ease of administration

“Without Napersoft CCM it would be difficult for us to establish and maintain the level of responsiveness that our customers have come to expect from us. Our customer service teams are impressed by the time they save using Napersoft CCM to deliver timely and high quality correspondence to our customers.”

AVP Information Systems
Mid-size Mutual Life Insurance Company

Overview

Napersoft CCM Express Document Platform provides software solutions that automate the creation and distribution of all types of documents such as customer correspondence, policies, agreements, explanation of benefits and other forms of personalized documentation. The Napersoft Customer Communication Management (Napersoft CCM) solution combines an easy-to-use document template design tool built on Microsoft Word along with a sophisticated server-based workflow engine that allows you to create and distribute documents based on your choice of process methods: Batch, Interactive and/or OnDemand.

At the time of document creation, variable data can come from a variety of sources including existing legacy applications, databases and/or user prompts, and be merged into templates to create a highly personalized document for a specific customer. Napersoft CCM handles all the tasks of merging data, inserting paragraphs and images according to the template design and formatting the output into a professional, great-looking document you will be proud to send to a customer.

The use of pre-approved document templates and content will ensure consistency and reduce errors in customer documents, simplifying the document creation process and increasing customer satisfaction by reducing document turnaround times.

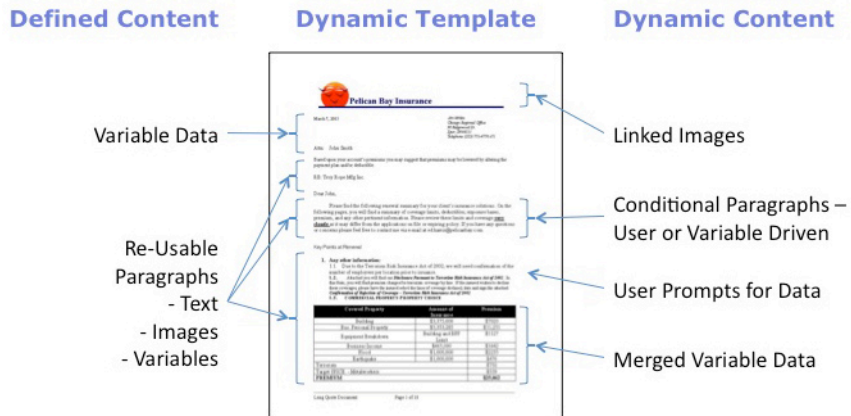


Figure 1: Napersoft CCM Templates

Napersoft CCM Express Document Platform capabilities don't stop there. After the document is created, Napersoft CCM allows you to archive the document according to internal and regulatory standards and distribute the document to your customer based via their preferred method of receiving information whether it be mail, email, fax, or self-service through a Web portal. Napersoft CCM's householding functionality features sophisticated distribution management capabilities that allow you to group and sort your documents before distribution to significantly reduce your distribution costs.

Product Overview

A solution that can grow with your needs

Start with Napersoft CCM Express

Batch Option for a quick and easily integrated solution that allows you to replace older systems and take advantage of the significant productivity benefits offered by Napersoft CCM's template authoring tools and cost saving distribution management capabilities. Or, take the next step and use Napersoft CCM Express Interactive

Option to allow your employees to improve customer service by delivering accurate, highly-personalized documents in shorter response times.

Then, when you're ready, you can implement Napersoft CCM Express OnDemand Option to take advantage of the significant benefits and savings realized by allowing your customers to view and create documents on their own through your customer self-service Web portal.

Contact us today for more information:

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Document Platform Options

With Napersoft CCM Express Document Platform, you have a choice of which methods you employ to create documents: Batch, Interactive and/or OnDemand. Each method has its own advantages and potential to deliver significant productivity, customer service and financial benefits to your organization.

- **Batch Option** – Napersoft CCM integrates with your databases and files to automatically produce high volumes of documents on a scheduled basis.
- **Interactive Option** – Napersoft CCM integrates with your business applications and data to allow your employees to interactively create documents on an ad-hoc basis.
- **OnDemand Option** – Napersoft CCM integrates with a Web portal and data to allow your customers to interactively create, view and optionally distribute documents without requiring help from one of your employees.

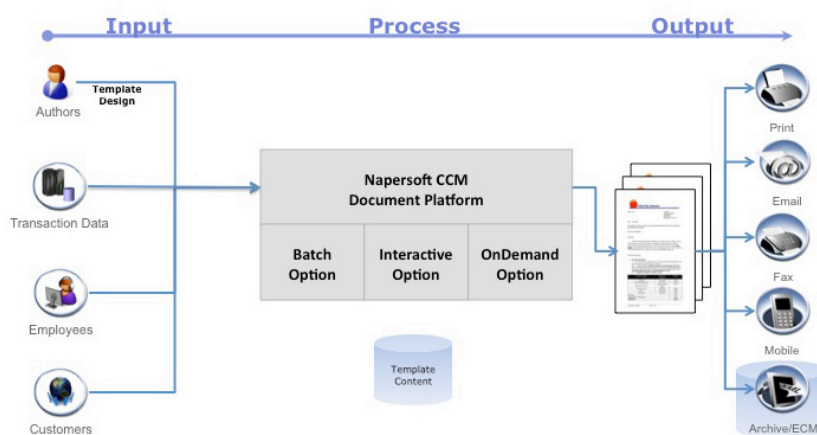


Figure 2: Napersoft CCM Express Document Platform Workflow

Functional Role Options

Depending upon your document creation needs, you also have the choice of several functional roles:

- **Users** – Users are employees, agents or other company representatives who interactively create, distribute, store, search or retrieve personalized documents.
- **Authors** – Authors are employees, agents or other company representatives who create and manage document templates, paragraphs, images, prompts and document workflows. Authors can also perform all User functions.
- **Developers** – Developers are employees or other company representatives who use Napersoft CCM development tools to program extensions, integrations and other functions beyond the out-of-the-box capabilities of Napersoft CCM. Developers can also perform all Author and User functions.
- **Casual Users** – Casual Users are customers, prospective customers, press and other people not associated with your organization who are authorized to view and create personalized documents via your self-service Web portal (requires CCM Express OnDemand Option).

The choice is yours. At Napersoft, we realize each customer is unique and will want to create and distribute documents according to their own requirements and methods. One size does not fit all, so where you start and what you implement is your choice. No matter which methods of document creation you choose, Napersoft CCM delivers consistent capabilities for template design, workflow management and document distribution management. And, it is all backed-up with the reliable service and support our customers have known for years.