

## Challenge: Managing Customer Communications in a Competitive and Compliant World

### The Challenge

#### Signs of trouble

Are you concerned with meeting your customer's service expectations?

Are your customers frustrated by your inability to respond accurately and in real-time?

Are your senior executives, agents, customer service reps, and call center managers frustrated by an inability to quickly satisfy customer needs?

Are technical inefficiencies frequently running rampant?

#### The real challenge

The challenge is today's customer is wired and has an instant gratification mindset while current business systems are not able to deliver.

Relief from this dilemma requires an on demand document creation, distribution and archiving system to supplement current business systems.

### The Solution



#### What strategies lend themselves best for improving customer communications?

Customer communications is defined as any document, whether electronically transmitted or mailed, sent by a company to a single individual and any relevant third parties. Strategies must address not only personalized documents, but communications policies and constantly changing technology as well.

The basic challenge is to provide seamless integration of dynamic template content and customer data for real-time, near-time and batch-time document creation, distribution and archive. Given the complexity of today's communications this effort is becoming costly and difficult to manage.

Relationships with customers are often damaged by the insensitivity of a one-size-fits-all approach to document communications. This process is fraught with missed sales opportunities, increased call center activity, and unnecessarily high operating costs.

#### Specifically you need a system that...

- Combines corporate transaction data with dynamic document templates to enable users to create, distribute and archive personalized, one-to-one customer communications via one or more channels including print, eMail, eFax and the Web.
- Enhances revenue growth by automatically inserting cross-sell and up-sell messaging in transactional documents.
- Enables customer self-service with Web-based technology that creates customer communications in seconds, not days.
- Helps eliminate call backs, reducing the overhead expenses necessitated by heavy call volume.
- Takes advantage of Microsoft Word's editing tools to manage dynamic document templates for greater accuracy, productivity and superior look and feel.
- Adheres to legal and regulatory compliance mandates.
- Provides cutting-edge technology, including low maintenance Web Services solutions, and integrates real-time, near-time and batch-time customer communications with all of your core business applications such as CRM, ERP, claims, underwriting and customer service.

# Solution: Napersoft CCM 6 for Customer Communications Management

## Return on Investment

Customer communications management (CCM) demands a system tailored to your needs.

Napersoft CCM 6 is the solution you need to:

- Streamline business processes and trim customer response times
- Increase customer satisfaction and loyalty
- Improve business unit agility and employee productivity
- Significantly reduce overall operating and overhead costs
- Reduce customer disputes requiring telephone or online dialogue
- Improve communications accuracy with standard tools and document templates
- Adhere to legal and regulatory compliance mandates
- Reduce IT maintenance costs

**Contact us today for more information:**

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**1-630-420-1515 International**

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### Integrated customer service makes it easy to tailor for your needs.

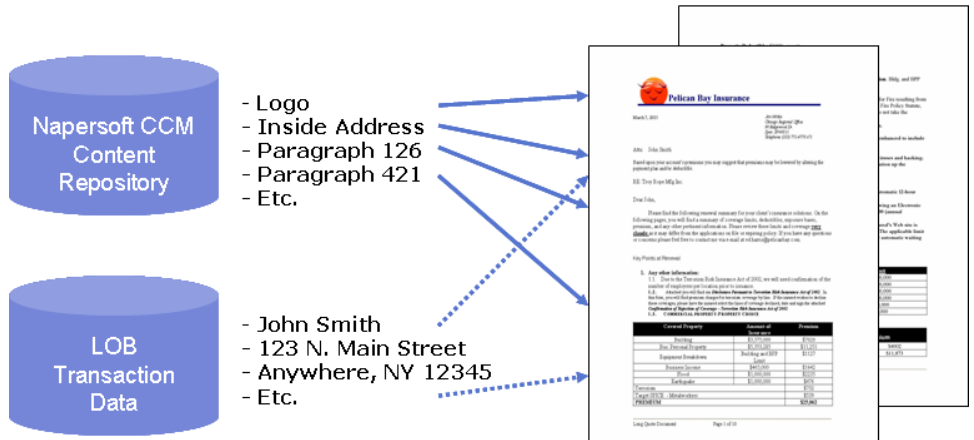
The perfect customer communication solution delivers precisely the relevant message, grasps all of the details and produces a specific response. This precision demands a process that can be fine tuned to the details required of any given situation. Personalization, customization and business process management are the critical business requirements.

Generating a quote or marketing proposal? Answering a customer inquiry? Verifying a claim? Handling a complaint? Renewing or canceling an insurance policy? The response to these challenges lies in a real-time, near-time and batch-time document creation, distribution and archiving system for all customer facing situations.

Customer facing situations range from sales agents in the field, to agents in a call center or everyday routine back office operations.

### Dynamic Template Content and Transaction Data Personalization based on Rules

Napersoft CCM 6 enterprise dynamic document template repository seamlessly integrates with Microsoft Word. In addition, the content administration tools enable easy migration of templates, paragraphs, prompts and images to and from various groups, users and applications.



### ROI with a Service Oriented Architecture

Napersoft CCM 6 integrates customer communications with core business applications such as Siebel, SAP, PeopleSoft, Oracle and in-house developed applications running in complex environments. Since Napersoft CCM is service oriented architecture (SOA) based, customers typically experience greater business agility and process improvements of 80% or more.