

Customer Communication Management in the Cloud: Perspectives in Financial Management

In Partnership with Celent Research

The steep path to personalization

Digital transformation, increased mobility and the needs of millennials are transforming communications. As Customer Communication Management (CCM) evolves, how can the financial services industry adopt new systems that take advantage of cloud technology? What will drive progress?*



Base Camp – Assessing the journey ahead

Financial services organizations acknowledge CCM plays a key role in their success. **75%** agree or strongly agree that CCM is the center of a multi-channel communications strategy.



Ascent – Balancing business drivers

The need to unify and consolidate communications systems is front-of-mind in financial services. **78%** claim that the rationalization of customer communications is the strongest driver for changing their CCM solution.



Bivouac – Looking to the hybrid cloud

Attracted to the advantages of a full-cloud solution, concerns over data confidentiality mean financial services organizations want an interim step or bridge to the full cloud; **41%** see hybrid cloud solutions as their preferred option for their next CCM solution.



Peak – Working with the right guide

Even as technology moves to the cloud and hybrid cloud, vendor expertise is still paramount. **51%** see the implementation experience of the vendor as of very high importance and over 1/3 see knowledge of the industry of equal importance.



The bottom line: Financial services firms want a CCM solution that will improve the quality of their customer conversations. Hybrid cloud solutions are now the preferred deployment option to help organizations keep pace with new communications channels and customer preferences.

Wherever you are on the path to cloud-enabled CCM, Smart Communications can help.

Download the full Celent report to see for yourself why today's leading financial services organizations are migrating to forward-thinking platforms that were built digital from the start.

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*Research taken from Celent's whitepaper, Customer Communication Management in the Cloud. The survey is based on a survey that included 116 participants from financial services firms.

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