

4

Reasons

Financial Services Companies Need a Smarter Way to do Customer Communications

Customer communications are more important than ever.

Your business communications impact customer experience, and your choice of customer communication management platform determines how equipped you are to meet increasing demands for personalization and preferences. Is your legacy document generation system holding you back from delivering the optimal customer experience efficiently?



You know you have a legacy document generation system when...

- It takes **weeks** to make simple changes to your customer communications
- The solution you use has been **lumped into a company** with other similar solutions
- Your solution is **updated once every two years**
- You're being **charged more and more maintenance** for decades-old technology and functionality
- It's **costly** to integrate and maintain
- It's **slow** in helping you respond to new competitors in your marketplace
- IT is still in **control** of your customer communications

If any one of these statements applies to you, then you probably have a legacy document generation system platform.

Why is this a problem?

Reason #1

You're missing an opportunity to reduce the cost of the IT infrastructure supporting your customer communications...

Annual savings from decommissioning of legacy document generation system

\$350,000



Moving to the cloud eliminates hardware, applications, database servers, OS upgrades, and maintenance costs.

Reason #2

You can improve time-to-revenue by removing old, inefficient customer communications processes and technology...



Reduce time-to-market for new communications by **60%**

Have your business control communications so IT becomes less of a bottleneck when you need to roll new products quickly.

40% of financial services companies listed "Improved Time to Market" as the primary reason for adopting cloud computing.

How Cloud is Being Used in the Financial Sector: Survey Report, March 2015

Reason #3

Your customers expect a personalized experience...

86% of consumers say personalization plays a role in their purchasing decisions.



BUT personalization isn't easy or cost-effective on legacy platforms



Leverage personal preferences data and business user controlled rules to reduce creation time by **50%**

Reason #4

Legacy technology isn't flexible enough to meet demanding compliance requirements...

37%

of financial services companies report an issue with achieving efficiencies among enterprise-wide risk assurance functions.



PWC's 2015 Financial Services Compliance Testing Survey

You can save **1000s** of person hours per day by switching to a solution built for evolving compliance standards.



Legacy Document Generation System:

- Managed by IT
- Penalties for non-compliance
- Rules managed by programmers

Modernized Customer Communications:

- Managed by business users
- Connected to risk management
- Automated approval workflows

So ditch the legacy and move to cloud-enabled CCM

Reduce your CCM costs • Improve compliance • Increase business agility



is the **only truly-cloud enabled** customer communications solution available today.



Over 300 enterprises around the world trust cloud-enabled Smart Communications.

[CLICK HERE](#)

to learn how easy it is to migrate off your legacy system

