Financial Services Companies Need a Smarter Way to do Customer Communications

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

1. Your system is not cloud-enabled – so the time to launch, scale, and customize is months or years.
2. Your system is centrally managed, so the business is not in control of the system.
3. Your system has a lengthy change management process, so the time to push changes through is several months.
4. Your system lacks a self-service portal, so the user experience is difficult and the adoption rate is low.

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

Why is this a problem?

So ditch the legacy and move to cloud-enabled CCM.

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?

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

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

Reason #1

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

Annual savings from document elimination of legacy document generation system:

$350,000

Reason #2

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

Reduce time to rollout new communications by:

60%

Reason #3

Your customers expect a personalized experience...

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

Reason #4

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

37% of consumers report at least one experience where it was hard to change channels or update contact information.

So ditch the legacy and move to cloud-enabled CCM.