
SMARTCOMM™ SOLUTION BRIEF

Smart Communications

SMARTCOMM™



Enterprise Communications Without Enterprise Complexity

Scale the Conversation™

SMART 
COMMUNICATIONS™



Fixing the Fluency Gap in Today's Enterprise Customer Communications

Consumers today expect personalized, relevant, interactive communications – on their terms and in their preferred channels. Businesses are scrambling to become more fluent in the language of this new digital consumer, but can't achieve fluency with a customer communications management (CCM) platform built to do little more than push out a letter with your customer's name at the top.

20th century CCM platforms were never designed to support digital channels, highly personalized messages, and interactive communications. It takes a new generation platform that has digital at its foundation to support a higher level of fluency. SmartCOMM™ from Smart Communications helps enterprises simplify their customer and business communications -- while making those communications do even more.

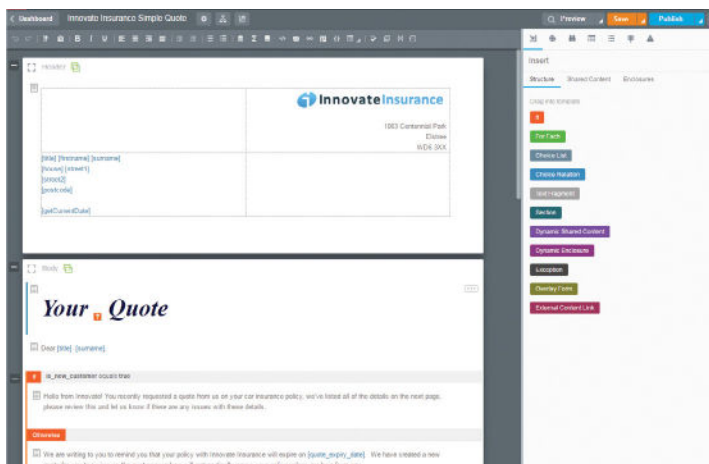
SmartCOMM™ CCM Solution Features

Business-Controlled Template Design:

Drastically reduce the time and effort needed to create new templates using SmartCOMM™'s browser-based template authoring, which offers a user-friendly interface and easy access to shared content, style sets, layouts, and shared data. SmartCOMM provides a "one template, many communications" approach, with each template offering multi-channel, multi-brand, multi-jurisdictional and multi-language capabilities, helping you to eliminate management of hundreds of old templates.

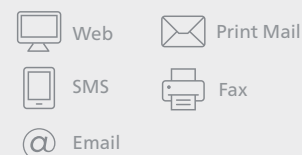
Efficient On-Demand Communications:

With a simple click directly from within your customer care interface, your customer service team can quickly and efficiently produce relevant, standardized communications that quickly and easily access established company communications practices.



ONE TEMPLATE

Multiple Brands, Languages,
Jurisdictions and Channels



Flexible Interactive Communications:

Across your organization, anyone who communicates with your customers can access SmartCOMM™ directly from within a customer care environment to create targeted and personalized conversations in real-time, using either free-form or pre-approved text, branding and content.

Rapid Production of Batch Communications:

In addition to personalizing conversations how and where your customers want to receive them, SmartCOMM's high-performance batch generation tool makes it easy to address enterprise organizations' needs to assemble large volumes of customer content in real-time, too. Need to deliver a policy update across a customer segment? No problem. With our smart batch capabilities, we've got you covered.

Secure Collaboration:

For communications that require review and negotiation, SmartCOMM gives you control over who can review, edit and approve copy. Using the SmartCOMM Docbox capability, a full audit trail is maintained of all changes and comments, making it easy to securely trace the lifecycle of a single copy between parties.

Cloud or Hybrid Deployment:

Smart Communications' solutions are the only CCMs on the market that can be deployed in both a cloud and a hybrid-cloud environment.



SmartCOMM™ Key Capabilities

Powerful Template Design - Automate the selection and personalization of communications with intuitive, browser-based template design.

Responsive Design - Test and troubleshoot digital communications on mobile devices and tablets to ensure error-free communications everytime.

Browser-based Draft Editing - Quickly update documents, select pre-approved content, and finalize conversations for delivery across formats.

Document-Driven by Data and Content - Automatically drive content and form selection to simplify complex design across output channels.

Interactive Interview Process - Gather data rapidly through an intuitive interview flow and use the data to build communications for further editing.

Rapid Request and Send - Create highly personalized messages with just one click.

Interactive HTML and PDF Output - Get support for rich iHTML email and iPDF output.

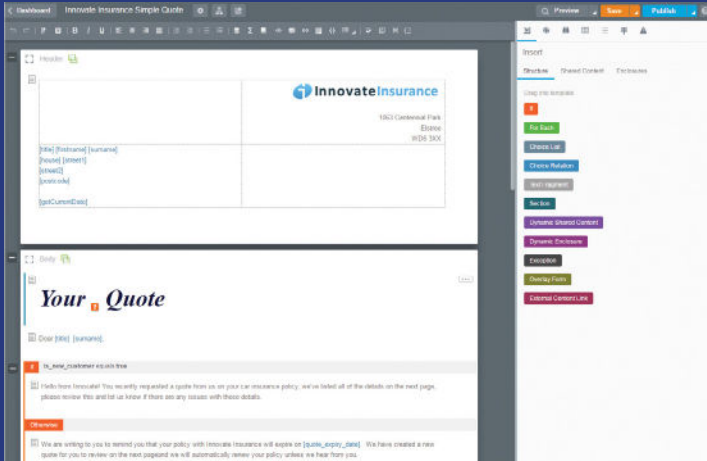
Multiple Format Options - Output to Postscript, AFP, plain text, SMS, video, XML and WordML.

Seamless Data Access - Rapid integration with your existing sales and service data using standards-based interfaces.

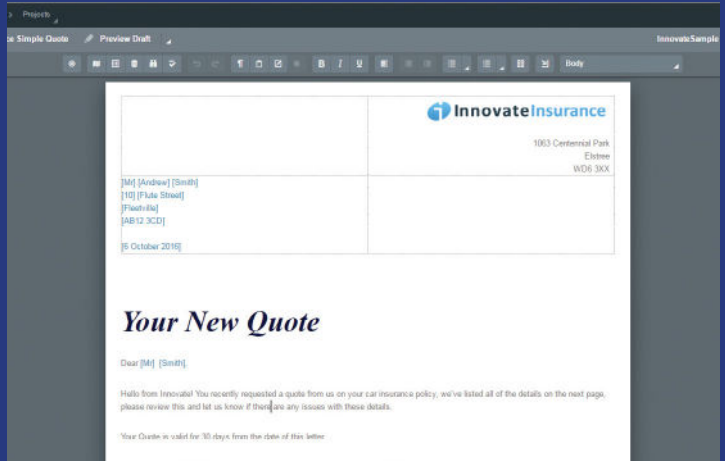
Flexible Deployment - Any combination of cloud, hybrid-cloud and on-premise deployment to lower TCO.

Secure Collaboration - Controlled access and unbreakable audit trails achieve higher levels of compliance while reducing risk.

Ultimate Business User Control for Customer Communications



Browser-based Template Design Using Structured Data and Content



Previewing and Editing Draft Documents with Optional Pre-Approved Content



You Need a Smart Solution

You need a way to scale the conversation. And that means you need a solution with three things:



Undivided Attention

With Smart Communications, you get the only company who's 100% focused on enterprise CCM. This means you can count on your solution to be here tomorrow, and to continue improving and innovating day after day, year after year — because we are spending all of our time, energy, and investment on CCM.



Exceptional Usability

No one does more to simplify template management and put control back in the hands of the business user. Say goodbye to coding and hello to simple drag-and-drop design. With easy to use interfaces for real-time previews, approvals and editing, you can stop playing the waiting game and free up IT.



True Cloud Capabilities

We give you true cloud capabilities and everything that comes with them. This means you significantly reduce costs, respond faster and scale operations effectively — without sacrificing security or compliance.

Connect with Us



scaletheconversation.com



requests@smartcommunications.com



linkedin.com/company/smart-communications

Smart Communications helps the world's largest enterprises simplify their customer and business communications — while making those communications do even more. In 2004, we pioneered the new generation of CCM solutions, and today we're still leading this industry as the only cloud/hybrid-cloud solution in the Gartner leaders' quadrant. Smart Communications customers rely on our team for the undivided attention of the only independent company 100% focused on enterprise CCM. No one does more to simplify template management and put so much control in the hands of the user. That's why more than 300 global brands — many in the world's most highly regulated industries — rely on us to scale the conversation. Smart Communications is headquartered in London and serves its customers from offices located in North America, Europe, and Asia Pacific. The company offers a range of solutions including SmartCOMM™, SmartDX™, SmartCORR™ for Salesforce, and SmartCaaS™ for Partners.