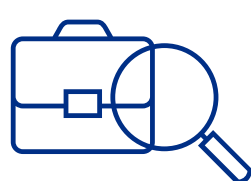




## Financial Services Company Achieves Significant Savings With Smarter Customer Communications

Extracted from The Total Economic Impact™ of the Smart Communications Solution, a commissioned study conducted by Forrester Consulting on behalf of Smart Communications™ in April 2017.

One financial services enterprise faced major customer communications challenges...



Growing regulatory risk



It took **6 months** to send customers notifications



They had to manage **6,000** templates



They used **60 commercial and homegrown customer communications solutions**



Savvy, agile **new competitors**



They were limited to **100% print and email**

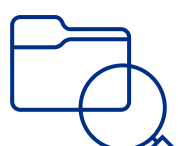
Forrester interviewed them two years after they started using Smart Communications™ solutions for:



New account applications



Credit card offers



Back office notifications



Customer self-service document retrieval

**THEY REDUCED THEIR TEMPLATE LIBRARY BY 80%**

In Year 2, they produced **20 million communications**  
In Year 3, they will produce **80 million communications**

They've Been Saving a Lot of Money...

**IT COST SAVINGS**

**38%**  
of total benefits

**SAVINGS FROM ENABLEMENT OF CUSTOMER SELF-SERVICE**

**16%**  
of total benefits

**SAVINGS ON POSTAGE AND PAPER**

**46%**  
of total benefits

In just **1 year**, their savings covered their costs.

...and at the end of **Year 3**, they will receive total benefits of **\$16.7 million** - an ROI of **260%**.

Cost savings was just the beginning. The company also:

- ✓ Increased customer satisfaction and retention
- ✓ Improved brand recognition
- ✓ Reduced exposure to compliance failures

Click here to view the full study by Forrester and learn how your business can benefit too.

This financial services company isn't the only one making big changes with us.

Smart Communications gives the world's largest enterprises a smarter way to manage their customer communications.



**Undivided attention** – We're the only independent company exclusively committed to enterprise CCM.



**Exceptional usability** – No one does more to simplify template management and put so much control in the hands of the business users.



**True cloud capabilities** – Ours is the only solution in the Gartner leaders' quadrant with a true multi-tenant cloud and hybrid cloud capabilities.

Visit us to learn more: [www.smartcommunications.com](http://www.smartcommunications.com)

### About 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.