# SMART COMMUNICATIONS

## MEET THE FUTURE OF CUSTOMER COMMUNICATIONS MANAGEMENT

COMPANY OF THE YEAR 2017

### Customer & Business Communications



**GEORGE WRIGHT**
**CEO, SMART COMMUNICATIONS**

Recognized as a leader in the 2017 Gartner Customer Communications Management (CCM) Software Magic Quadrant, Smart Communications has been at the forefront of providing top-notch customer communications solutions, right from its inception in 2004. Today, the company works with over 300 global brands across highly regulated industries to simplify their customer and business communications, while making them more productive. They call this process scaling the conversation, and the benefits customers obtain through this process help Smart Communications to stand out in the market with no competitors to outperform.

But this success wasn't achieved overnight. In 2001 a group of Customer Communications Management experts (CCM) thought of an alternative to print-based systems, enabling business users to create multi-channel communications with minimal involvement from the IT department. This resulted in Smart Communications' new-generation of CCM solutions—first launched in 2004, and continually evolving to this day. In 2016, Smart Communications spun off from its parent company—with the backing of Accel-KKR —to become the first independent business solely dedicated to enterprise conversation management. When asked about the recent developments in the industry, George Wright, CEO of Smart Communications says, "Communications is a rapidly evolving space. Customers interact with businesses across an increasingly broad range of channels in a regulated, real-time context, and their expectations of a seamless, personalized conversation must be met." Though businesses appreciate the need to streamline conversations, outdated legacy software, fragmented processes, and limited data management capabilities are the hindrances that limit customers from optimizing customer communications management.

By deploying the new-generation of CCM solutions, businesses can personalize conversation from the desktop, mobile, or tablet—without involving the IT department, and make conversations more secure, more efficient, more compliant with regulators, and more relevant to customers, all while reducing IT costs. Also, today hundreds of companies choose Smart Communications' flagship product SmartCOMM to create, manage, and deliver personalized customer conversations that align with the customer journey.

## Smart Communications' Customer-Centric Approach to CCM

A good testimonial from a client bespeaks the credibility and the key benefits of collaborating with an organization. And if one testimonial reads, "the simplicity and ease-of-use of the solution has enabled the business to take control of customer communications. New requirements, new regulations, and BAU changes can now be performed in days rather than months — and without us being dependent on IT," nothing more needs to be said about the real-time benefits offered by Smart Communications and its flagship product SmartCOMM.

"We provide exceptional usability so that non-tech users can create personalized, on-brand messages for email, website, PDF, printed page or SMS, all from a single source," affirms Wright. Bolstered by cutting-edge innovations and a spirited team, the company provides the tools communication designers need to improve agility, respon-

siveness, and time-to-market for new products or services, and offer interactive, on-demand, and batch document generation. Also, Smart Communications helps its customers in connecting pre-existing systems of record to ensure relevancy and accuracy. Today's customers are looking to move beyond traditional enterprise communications, and use Smart Communications' advanced architecture and cloud capabilities to engage in seamless customer conversations. "They want a solution that is quick to implement, cost-effective, and highly efficient, but they don't want to lose control of their CCM," adds Wright. One of Smart Communications' unique value propositions lies in putting control in the hands of the user, using smart templates to produce communications in the format each business requires. As its platform integrates with market leading solutions, the company also provides an enterprise-grade Correspondence-as-a-Service (CaaS) offering that can be taken into a variety of ecosystems, enabling customers to enjoy the benefits of Smart Communications alongside other preferred solution partners. The company also offers a wide range of solutions that help customers simplify customer and business communications with no complexities. It includes SmartCOMM — a cloud-based conversation platform that drives

accurate, personalized customer conversations in real time, SmartDX, a document management solution for the Capital Markets community, and SmartCORR for Salesforce, a solution that allows businesses operate more efficiently within the Salesforce CRM environment. While SmartCOMM delivers communications for all channels from print to web, email, SMS, and mobile apps using intelligent templates that match content to a preferred channel—all backed by rigorous certifications for data privacy, SmartDX is used by all G15 banks and the world's largest energy and commodity companies. In addition, it accelerates and streamlines trade and relationship document creation, negotiation, and processing on both the buy and sell sides. SmartCORR for Salesforce allows businesses to operate more efficiently within the Salesforce environment. Smart templates can be populated with Salesforce data via seamless integration and tools such as Salesforce Chatter can be used for document collaboration.

"The evolution of enterprise conversations will be guided by the way customers choose to interact with businesses. As emerging channels and tools— such as wearable, instant messaging, and social media—become popular, all businesses must take a more connected approach," says Wright. The company going forward is determined to lead the way in this new connected era, enabling conversations that flow across all channels to create a unified, differentiated customer experience.



> **Customers use Smart Communications' advanced architecture and cloud capabilities to engage in seamless conversations**