

# 4

# Reasons

## You Need to Make Your Customer Conversations Smarter

**Customers don't want to be communicated to.**

They want to communicate with you. They want to have a conversation. To be rewarding, these conversations must occur in a timely manner, be relevant to each customer's specific journey and consistent across multiple channels.

**Delivering on this expectation is critical. Are you?**

### You may be falling behind if your customer communications system...

- Requires weeks to make simple changes 
- Is only updated once every two years 
- Is costly and difficult to maintain 
- Doesn't allow you to respond quickly to market changes 
- Still consumes significant IT resources 

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


## Why does this matter?

# 1

### Your customers expect a timely and personalized experience.



**73%**  
of consumers say that valuing their time is the most important thing a company can do to provide them with good service.<sup>1</sup>



**52%**  
of consumers say they are likely to switch brands if a brand does not make an effort to personalize communications.<sup>2</sup>

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

# 2

### You're missing an opportunity to reduce costs.

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

**32%**

of enterprises say it is very costly to maintain and administrate their on-premise CCM system.<sup>3</sup>



*Organizations can save as much as 14% of their annual budgets as an outcome of public cloud adoption.<sup>4</sup>*

# 3

### You're moving too slow.

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

Among enterprises, speed of production and execution is a **top 5 reason** for using cloud-based solutions for customer communications.<sup>3</sup>



# 4

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

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:

- Rules managed by business users
- Automated approval workflows
- Connected to risk management

1) "Trends 2016: The Future of Customer Service", Forrester Research, 2016  
 2) "State of the Connected Shopper," Salesforce, 2016  
 3) Keypoint Intelligence-InfoTrends Report, 2017  
 4) "2015 Cloud Adoption Survey", Gartner, 2015

[CLICK HERE](#)

to learn more about how cloud-enabled CCM can help you scale the conversation!

