4 Reasons

Healthcare Companies Need to Make their Customer Conversations Smarter

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.
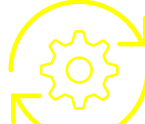
Delivering on this expectation is critical. Are you?

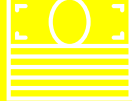### You may be falling behind if your customer communications system...

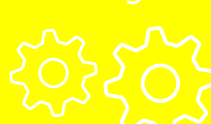- Requires weeks to make simple changes
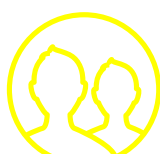- Is only updated once every two years
- Is costly and difficult to maintain
- Doesn't allow you to respond quickly to market changes
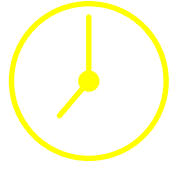- Still consumes significant IT resources

If any one of these statements applies to you, then you probably have a legacy document generation system platform.
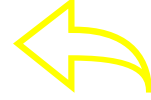
Why does this matter?

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.[1]

52%
of consumers say they are likely to switch brands if a brand does not make an effort to personalize communications.[2]

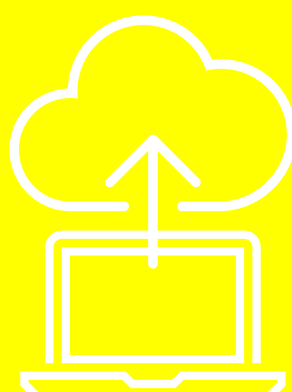*BUT personalization isn't easy or cost-effective on legacy platforms.*

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.[3]

Organizations can save as much as 14% of their annual budgets as an outcome of public cloud adoption.[3]

3

You're moving too slow.

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

More than half **(53.2%)** of healthcare organizations cited speed to deployment as a top **three reason** to adopt a cloud solution.[5]
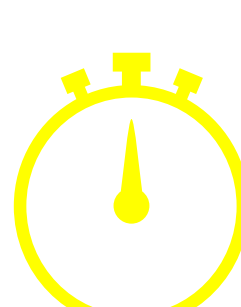
4

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.
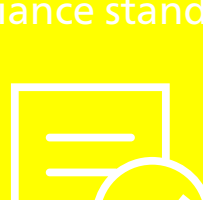
Legacy Document Generation System:
- Managed by IT
- Penalties for non-compliance
- Rules managed by programmers

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
5) 2014 HIMSS Analytics Cloud Survey

CLICK HERE

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

SMART COMMUNICATIONS™