



INNOVATE 2018

Customer Conversations Made SMARTer

Product Deep Dive

Jayson Nathan and Marc Goldstein
Solutions Architects with Smart Communications

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INNOVATION Themes



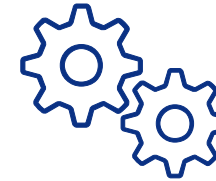
Mobile



Email



User Experience



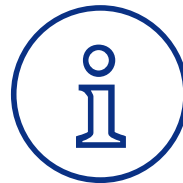
Content Assembly



Collaboration



Deployment Flexibility



Intelligence Information



Enterprise Integration



CAAS Strategy

Feature Deep Dive



INNOVATE 2018 
Customer Conversations Made SMARTer

**Creating Consistent
Experiences Across
Multiple Channels**

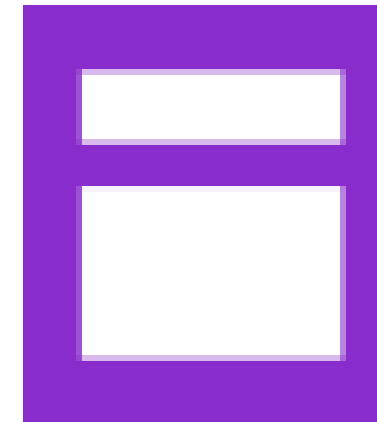
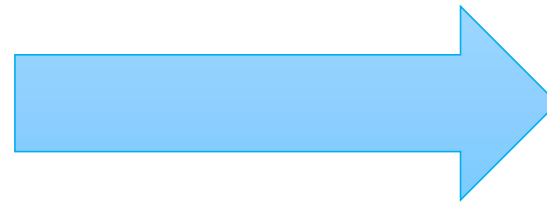
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Accelerate the creation of HTML layouts by importing an html page



HTML Page



SmartCOMM™
Layout

Add tags into the HTML code which are created as regions in the layout

```
<html>
<head>
</head>
<body>
  <table>
    <tr>
      <th colspan="2"> <!-- InstanceBeginEditable name="Header" --> <!-- InstanceEndEditable --> </th>
    </tr>
    <tr>
      <td width="70%" > <!-- InstanceBeginEditable name="Body" --> <!-- InstanceEndEditable --> </td>
      <td width="30%" > <!-- InstanceBeginEditable name="Right Sidebar" --> <!-- InstanceEndEditable --> </td>
    </tr>
    <tr>
      <td colspan="2"> <!-- InstanceBeginEditable name="Footer" --> <!-- InstanceEndEditable --> </td>
    </tr>
  </table>
</body>
</html>
```



Reduce time and effort to take rich responsive complex templates for channels such as

- Email
- Web
- Mobile



Login

HOME | ABOUT | CONTACT



Mr. Smith,

Thank you very much for promptly alerting us that you have been involved in an incident. We will be in touch further in the coming days.

From the information you gave us, we understood that:

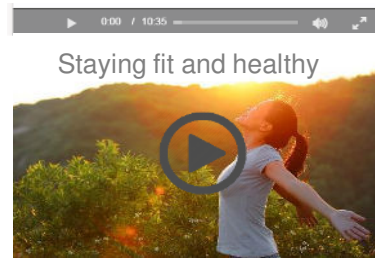
Incident Information Report	
The incident occurred on:	1 September 2017
The individual who reported the incident was:	Margaret Smith

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Smart Components



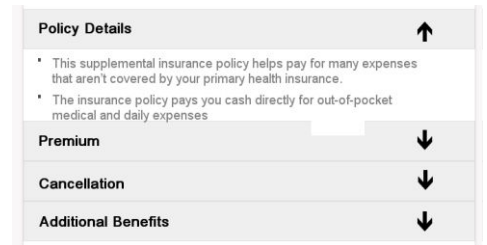
Image 'Carousel'



Video Control



Social Media Toolbar



Accordion



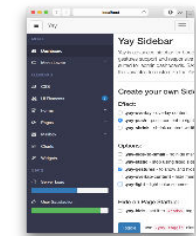
Light Box



Form Filling



Audio



Sidebar

Smart Components

Revealed in SC17

Added expressions for dynamic control in SC18

Examples provided by our Solution Consulting and Professional Services Teams

Other ideas for Smart Components? We can build them for you!

- Accordion
- Google Maps
- Twitter
- Youtube
- CSS

Edit Section Properties

Section Class OPTIONAL
youtube

Section ID OPTIONAL

data-videoid
ABC [Forename]

autoplay

height OPTIONAL
300 px

width OPTIONAL
300 px

layout OPTIONAL
fixed

Custom Properties
german test Ger

Add Custom Property

Cancel Save

- ABC Text
- +23 Numeric
- 🕒 Date/Time
- ☑ Yes/No
- 📄 Script



Policyholder	James Smith
Policy Number	VEH9572891
Policy Period	01/09/2017 - 31/08/2018
Policy Type	Motor

From the information you gave us, we understood that:

Incident Information Report	
The incident occurred on:	1 September 2017
The individual who reported the incident was:	Margaret Smith
The total number of individuals involved in the incident was:	2

If you think that any of the information we have is incorrect, or if you have any other concerns or questions, please don't hesitate to contact me at MFoust@SCALE.com, or on 937-534-2938 if required.

Regards



Margaret Foust - SCALE Insurance

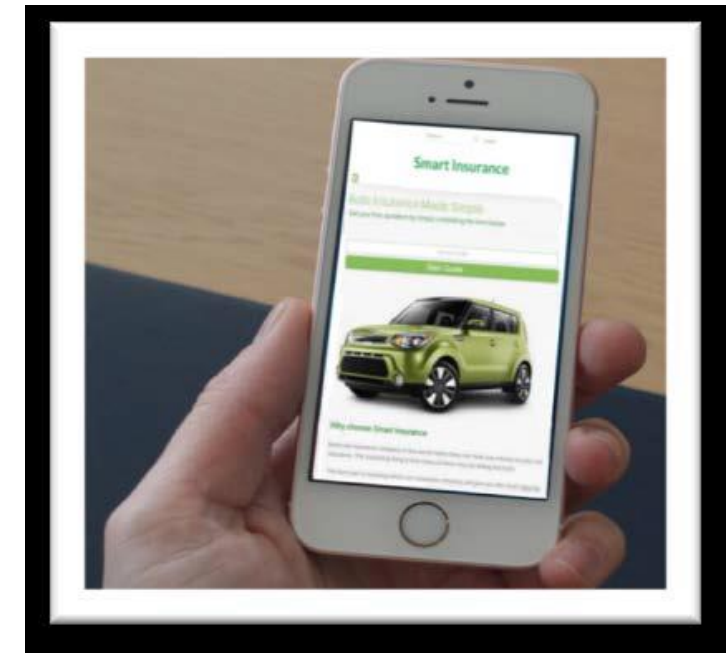
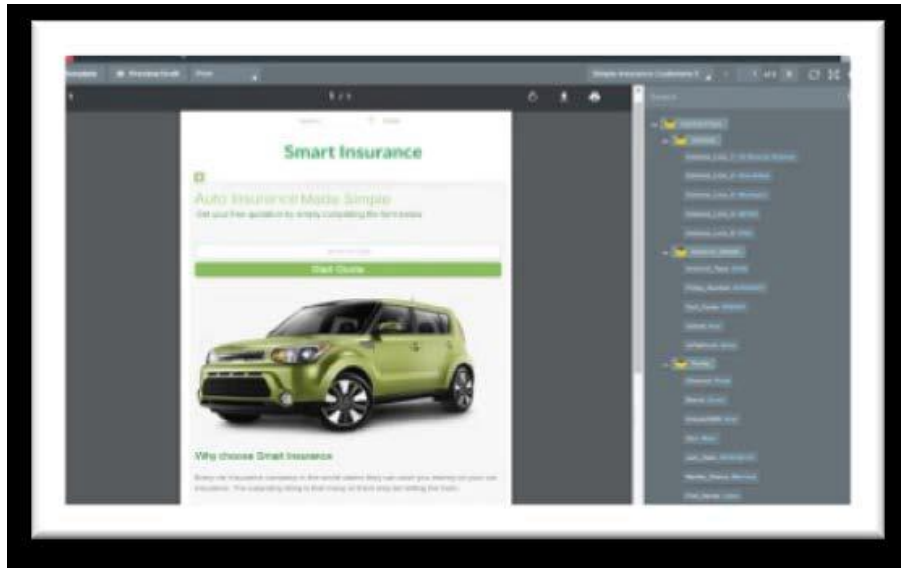
Our Commitment To You

We want you to know that we care about giving you the best experience possible, especially during stressful times such as whilst having to make a claim. When the dust has settled, we would appreciate your feedback on your experience during your claim process - just go to www.SCALEInsurance.com and login.

Based on feedback from our other customers, we feel we have an excellent response rate, and have compared

Device Preview

What does my document look like on my phone?



Previewer x New Tab x remove audio camtasia - Google x +

SmartComms SC Limited [GB] | https://eu3.smartcommunications.cloud/one/previewer/#!bid=0&cid=1&css=reference&eix=0&msg=2&pid=154217531&rid=154387071&rvid=154431196&sid=154312551&tn=1&type=template

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< Template Preview Draft

Browser Litmus Preview

Full Size x [Device Preview]

Sample Data 1 of 2

Data Preview Options

SCALE Insurance

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Mr. Smith,

Thank you very much for promptly alerting us that you have been involved in an incident. We will be in touch further in the coming days.
From the information you gave us, we understood that:

Incident Information Report	
The incident occurred on:	1 September 2017

CHANNEL: Email EFFECTIVE DATE: 10/05/2018

1 (1).ps

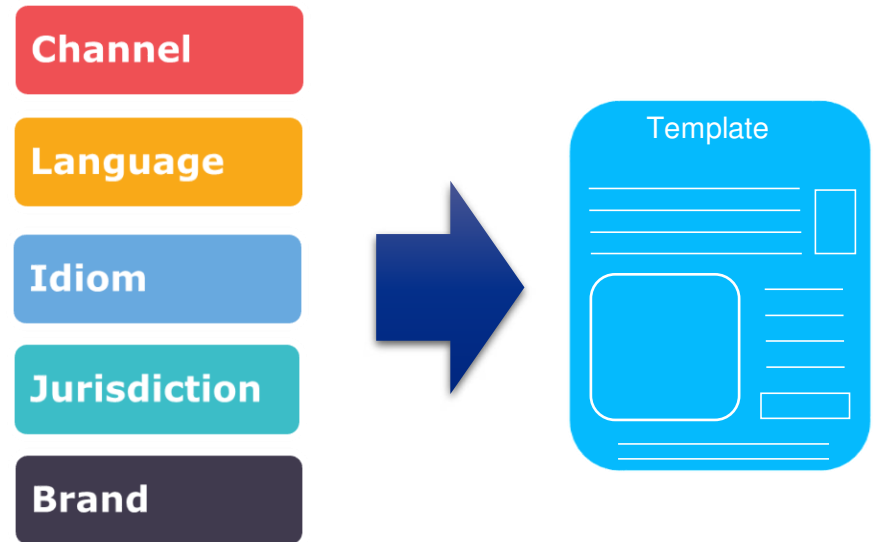
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Show

Editions Preview

Enable authors to preview multiple editions of a template from the Template Designer

- First part of the Editions feature from NOW within SmartCOMM™
 - Continue development in ATD for the time being.





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