

SMARTer Together

Smart Communications
SMARTCOMM™
for salesforce

Looking to supercharge your customer communications?

Read how we're making companies smarter worldwide with easy document generation that spans brands, channels, languages, and jurisdictions - all without ever leaving Salesforce!

1

Too Much Time Spent Creating and Managing Templates

"Our multi-language requirements made template management labor intensive."

"We had over 700 templates managed by a legacy doc gen application, which was slow and difficult to update when changes were required."


"Our incumbent solution was slow and labor intensive and it could take 6+ months for changes to be made."

✔ Unlimited Languages Supported



18 within a Single Template

✔ Templates Reduced



90%


✔ Faster Business Process



Months to Minutes


"With a reliance on IT to update templates, we experienced significant down time, particularly when we rebranded, and every template had to be changed individually."

✔ Business User Empowerment



Control Template Changes

✔ Brand Standards Enforced



2

Risk of Non-Compliance

"We were having problems remaining compliant in a highly regulated industry."

"It was becoming impossible to meet the demands of changing regulatory content – the risks were too high."

✔ Compliance Risk



5X Reduction

3


Error-Filled Documents in the Hands of Customers

"The sales teams were using cloned Microsoft Word documents that were intermittently updated and re-used by other members of the team."

"Manual customer communication led to inefficient and error prone sales processes."


✔

Single Template



Multiple Output Channels

Accuracy



Approved Content Created On-Demand

4

Inefficient Processes

"Sales productivity was hampered by too much manual content production, which ultimately had an impact on revenue."

"We experienced declining sales conversions because of inefficient sales processes."

✔

<p>Sales Autonomy</p>  <p>Proposal Productivity 55% Increase</p>	<p>Process Steps</p>  <p>63 to 36 43%</p>	<p>Sales Process</p>  <p>One-Click Personalized Communications</p>	<p>Request to Quote</p>  <p>Weeks to Minutes</p>
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5

Unable to Deliver Complex Requirements

"We couldn't fulfill our more complex document needs to include charts, graphs, images or video."

"We weren't able to include multiple attachments in our customer communications, and had to send more communications than were necessary or wanted."

✔

<p>Complex Logic</p>  <p>Made Easy</p>	<p>Multiple Output Channels</p>  <p>Multiple Formats Delivered</p>	<p>Multiple Formats Delivered</p>  <p>Better Customer Experience</p>
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SmartCOMM™ for Salesforce was created with the business user in mind and can be implemented within days, not months. We enable our customers to quickly overcome their challenges. We'd love to work SMARTer with you...

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www.smartcommunications.com/products/smartcomm-for-salesforce/

