

Scale the Conversation™



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SMART COMMUNICATIONS

# Taking Customer Engagement to the Next Level

**Presenter:** Neil Greathead, Chief Customer Officer of  
Smart Communications

We're all aware that the  
**balance of power**  
**has shifted** from  
companies to consumers.



**1 in 3** customers will  
leave a brand they love  
after just one bad  
experience

- PricewaterhouseCoopers

**To succeed in this new world, companies must embrace digital transformation**



**Scale to keep up  
with customer  
expectations**



**Cohesive view  
of customers**



**Increased brand  
loyalty**



**Competitive  
advantage**

**It might not be easy, but it will be worth it!**

# Where am I now?

# How do I start?

# Common Challenges?

# What it means to *Scale the Conversation*

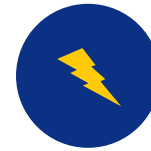
## Are you equipped to...



Respond to  
changing  
consumer  
preferences



Embrace new  
channels –  
adding digital to  
print



Make changes  
more quickly



Deliver batch, on-  
demand and  
interactive two-way  
communication



# Something to think about...



## SMART Thinkers

- *Stuck in legacy world*
- *No formalized digital strategy*
- *One main communication method*
- *Lacking a truly integrated customer communications system*

a lack of an organized approach to implement a formal digital transformation strategy is likely alienating customers who desire a more personally relevant approach. It's also likely hindering you from reaping the full benefits of a pure cloud solution.



## Getting SMARTer

- *Working a digital-centric communications strategy*
- *Starting to gain buy-in across the organization*
- *Recognize the benefits of cloud deployment*
- *Testing with new communication tools and channels*

As you start to see some fruits of your labor, don't forget that digital transformation is an evolution, not a sprint to a finish line! At this stage, internal silos and different departmental approaches can be frustrating as multiple customer experience technologies are likely working side-by-side rather than hand-in-hand



## The SMARTest

- *Respected innovator in your industry*
- *Beginning to test new channels like A.I. and chatbots*
- *Executing a carefully aligned digital strategy with full buy-in from the top down*
- *Recognize need to hire or assign a designated digital transformation team*

Perhaps you are getting pressure from key stakeholders to add more innovative communication channels to keep up momentum and maintain your reputation. As you progress farther along your digital roadmap, you may realize there are gaps in terms of talent and resources dedicated to seeing the process through. There is also a strong need and sense of urgency for ongoing education and training to foster continuous innovation.

# Real world examples

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# Our Success Is Our Customer's Success

## ROI / Cost Savings

**\$7.7M**

Savings on postage  
and paper  
- *Financial Services*

**25%**

Reduction in  
paper costs  
- *Insurance*

**\$5M**

Annual savings from  
print/mail reduction  
- *Insurance*

## Template Rationalization

**90%**

Reduction in  
templates  
- *Telecom*

**3000**

Distinct branded disclosures  
from a single template  
- *Financial Services*

## Digital Transformation

**18M**

Communications  
transformed to  
electronic delivery  
- *Financial Services*

**99%**

Transition from  
99% print to  
99% digital  
- *Insurance*

## Efficiency

**500%**

Productivity increase  
in proposal  
generation  
- *Services*

**16  
hours**

Reduced template  
changes from 160+  
hours to 16 hours  
- *Financial Services*

## Brand Management

**33  
brands**

On-brand  
communications for 33  
brands in 130 countries  
- *Retail*



# New Total Economic Impact Report - P&C Insurance



**ROI**  
**139%**



**Payback**  
**<6 months**



50% reduction in labor  
hours required for  
template changes



25% reduction in annual  
paper and postage spend

- Highlights the benefits of moving from legacy solution to SmartCOMM
- Quantified and unquantified benefits and savings
  - 82% reduction in number of templates
  - Savings of over \$400K from moving from on-premise to cloud-based

A Forrester Total Economic Impact™  
Study Commissioned By Smart  
Communications  
July 2019

## The Total Economic Impact™ Of Smart Communications

Cost Savings And Business Benefits  
Enabled By SmartCOMM

# Key Findings – Quantified Benefits



**Template Management Savings (\$254,775)** – SmartCOMM enabled the *Organization* to streamline its template change process and halve the labor hours required to make edits. Furthermore, with a simplified process they pushed template editing work from its IT staff to line-of-business workers.

**Labor Savings from Reduce Templates (\$697,645)** – The *Organization* consolidated their inventory of letter templates from roughly 1700 to 300 and provided claims and policy specialists with general templates that could be populated on demand. Further, they reduced the number of policy documents from roughly 1700 to 1400. This greatly reduced the time that policy specialists spent on finding and/or creating ad hoc policy forms.

**Legacy on-premise environment savings (\$386,388)** – By moving to the cloud, they reduced the need for on-premise infrastructure and support.

**Paper and Postage Savings (\$518,048)** – With SmartCOMM, the *Organization* was able to archive communications and policy statements as PDFs and deliver these electronically to customers. Moving to digital communications greatly reduced spending on paper and postage.

# Case Study

## Leading General Insurer



### Improving Customer Claims Experience

- Policies across all 50 states
- 40,000 exclusive and independent agents
- 20,000 employees

#### Challenges

- No personalization on communications
- Time wasted formatting templates and documents
- Limited or no real-time correspondence
- Inability to edit claims letters
- Difficulty meeting industry regulations and compliance

#### Smart Solution

- Smart Communications integrated with Swift customized customer management platform
- SC designs to create all outbound communications
- 2,000 Member Service Advisors provide quotes, sales documents, service issues and renewals
- Batch produce millions of printed membership document packs
- Producing communications for the Web self-service portal

#### Results



Customers get personalized and most up-to-date information about their claim



Manual processes eliminated, templates **reduced by 20x**



Claims agents instantly more productive with a more efficient claims interface through the Service Cloud Console



Faster solution for document changes

# Results - Digital Transformation in Action

**A major US Retail Bank transformed electronic delivery to 18M communications, saving nearly 35M sheets of paper and 4,000 trees**



**Leading, multi-line insurer from 99% print to 99% digital in a matter of weeks**



**Major lifestyle travel brand achieved 25% reduction in paper costs by taking advantage of Smart Communications online document capabilities**



**Major P&C insurance company reduced print and mail output by 35% saving over \$5 million annually**





Companies with the strongest omni-channel customer engagement strategies **retain an average of 89% of their customers**, as compared to 33% for companies with weak omni-channel strategies.

– Aberdeen Group

# The Importance of Customer Experience





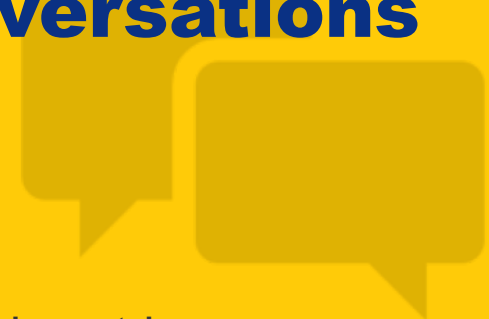
## Old World Documents



- Static
- Disconnected
- Print centric
- One-way communication
- Uni-channel
- Siloed



## Now Conversations



- Cloud-centric
- Highly scalable
- Connected
- Real time
- Two-way dialog
- Multi-channel
- Conversations within context

# Keeping the Conversation Going



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