

Scale the Conversation™



20
19

SMART COMMUNICATIONS

The Future of CX – Enabling Smarter Digital Conversations

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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!

Scale to Keep Up With Customer Expectations

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The Importance of Customer Experience



What it means to *Scale the Conversation*



Respond to
changing
consumer
preferences



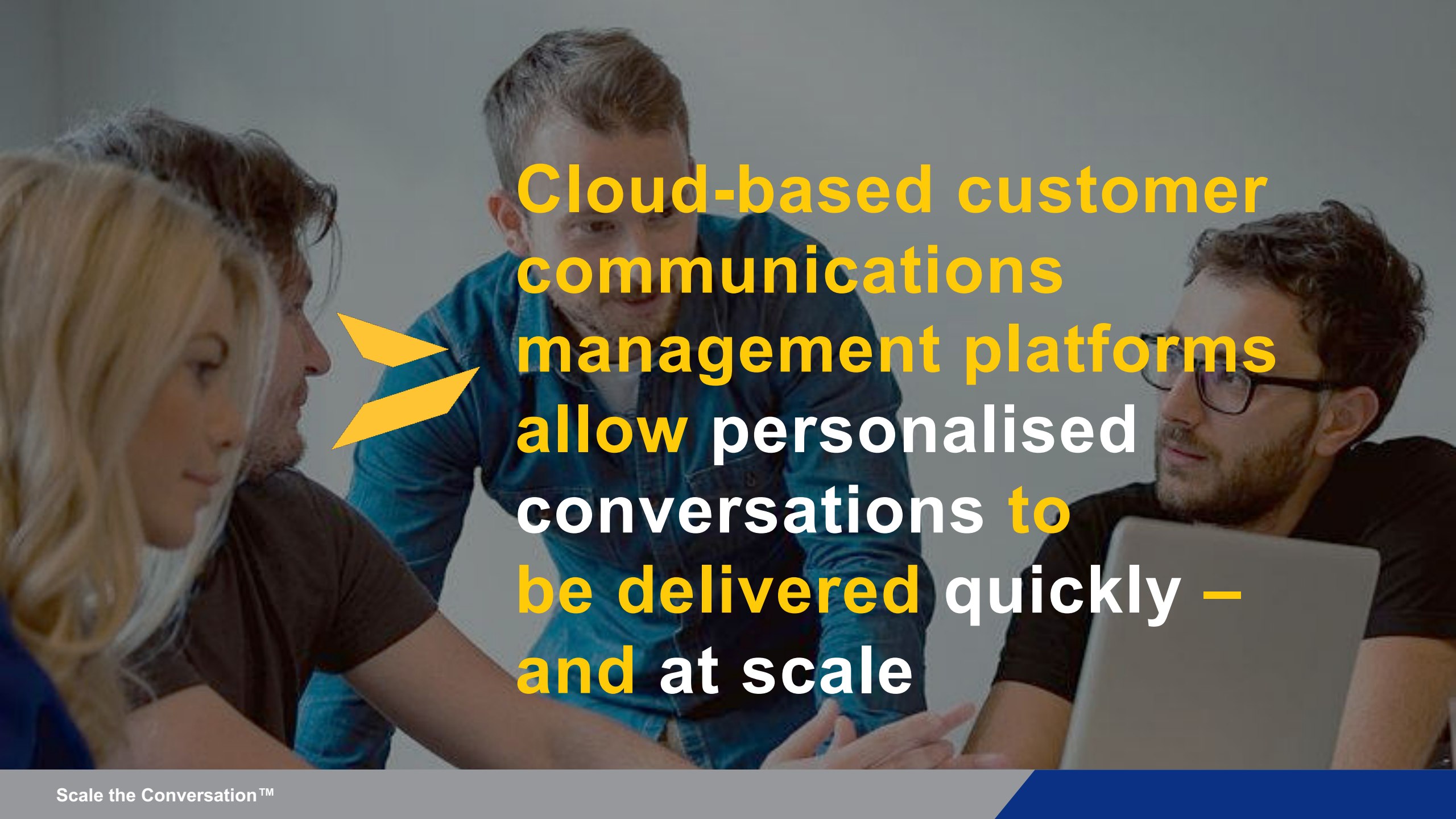
Embrace new
channels –
adding digital to
print



Make changes
more quickly



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

A background image showing three people in a meeting. A woman with blonde hair is on the left, looking down. A man in a blue shirt is in the center, looking towards the right. A man with glasses and a beard is on the right, looking at a laptop. The image is semi-transparent with a dark overlay.

**Cloud-based customer
communications
management platforms
allow personalised
conversations to
be delivered quickly –
and at scale**

Journey to the Cloud

On-Prem



CLOUD BENEFITS

- Lower TCO
- Efficiencies
- Faster time to template
- Scalability
- No idle hardware

Cloud



Respond to Changing Consumer Preferences

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Generations & Their Channel Preferences

Characteristics	Mature Generation (pre - 1945)	Baby Boomers (1945-1960)	Generation X (1961-1980)	Millennials (1981-1995)	Generation Z (Born after 1995)
% in U.K. workforce	3%			29%	Currently employed in either part-time jobs or new apprenticeships
Aspiration	Home ownership	Job security	Work-life balance	Freedom & flexibility	Security & stability
Attitude towards technology	Largely disengaged	Early adopters of technology	Immigrants	Digital natives	"Technoholics" – IT dependant
Attitude towards career	Jobs are for life	Organisations are for life	Employees – loyal to employer	Digital entrepreneurs – work "with" Organisations not "for"	Career multitaskers – will move between organisations and "pop-up" businesses
Signature product					
Communications media					
Communication preference	 Face-to-Face meetings	 Face-to-Face or telephone or email	 Text or Email	 Online & Mobile (SMS)	 Facetime

https://wealth.barclays.com/employer-solutions/en_gb/home/research-centre/talking-about-my-generation.html

Embrace New Channels – Adding Digital to Print

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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

Make Changes More Quickly

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Why Does this Matter?

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



Legacy Platform Challenges

- **Waiting for Software Upgrades**
- **Waiting for Patches**
- **Waiting for Hardware to be Upgraded**
- **Waiting for access to new features**
- **Only have access to Capacity/Scalability you paid for and configured**
- **Premiums for Disaster Recovery (Active/Active)**



Deliver Batch, On-Demand and Interactive Communications

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Batch

Structured, high volume batch communications

On-demand / Real Time

1:1, real time, straight through processing

Interactive

Dynamic, personalized and interactive correspondence

ENTERPRISE SCALE

How we solve for it?

Elastic-batch scalability

Comprehensive API Suite

Zero-footprint browser-based interactive editor

A financial Services company produces **2.2+B multi channel communications** with data from 250+ Core Systems

A leading telecom provider reduced their onboarding process from **MONTHS** to **MINUTES**

Leading insurance company scaled to **30,000 interactive users** in a single deployment

Old World **Documents**



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



Now **Conversations**



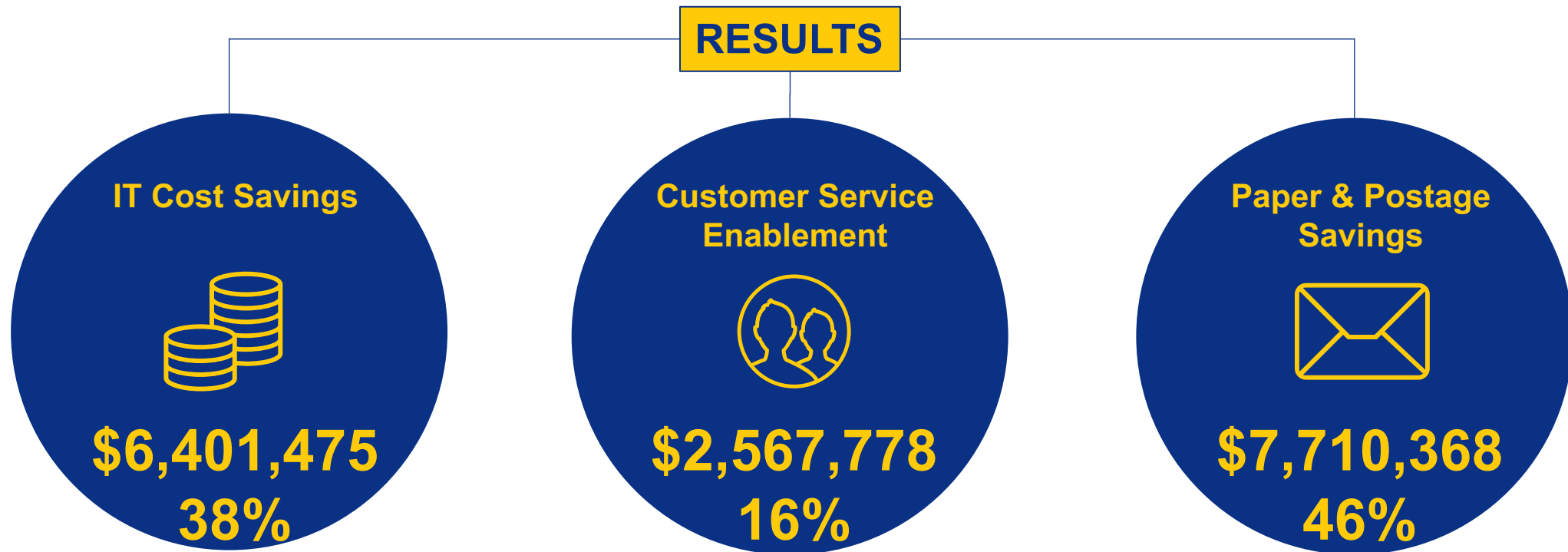
- Cloud-centric
- Highly scalable
- Connected
- Real time
- Two-way dialog
- Multi-channel
- Conversations within context

Increased Customer Loyalty and a Competitive Advantage

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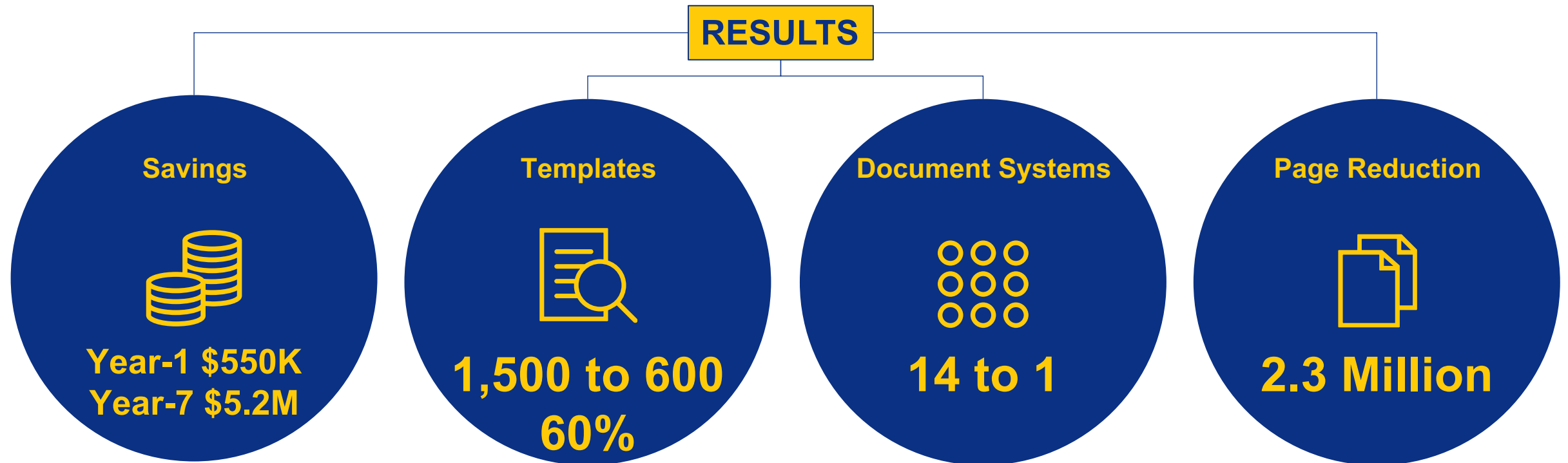
CHALLENGES

- All servicing communications delivered via Mail Houses
- Time sensitive communications take 2-3 days to be delivered (e.g. overdraft)
- Lack consistent branding
- Changes to communications take months to deliver



CHALLENGES

- Document generation systems and processes not keeping pace with business requirements
- Multiple systems for communication impaired consistency and added compliance risk
- Systems did not support electronic communications (email, Web, PDF, fax)
- Sought scalable opportunity to deepen customer relationships, converting them into advocates



Questions?

Thank you.

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