Scale the Conversation™

SMART COMMUNICATIONS™

2019

SMART COMMUNICATIONS

The Future of CX – Enabling Smarter Digital Conversations

Presenter: Helen Fotiou- Account Director
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

Scale the Conversation™

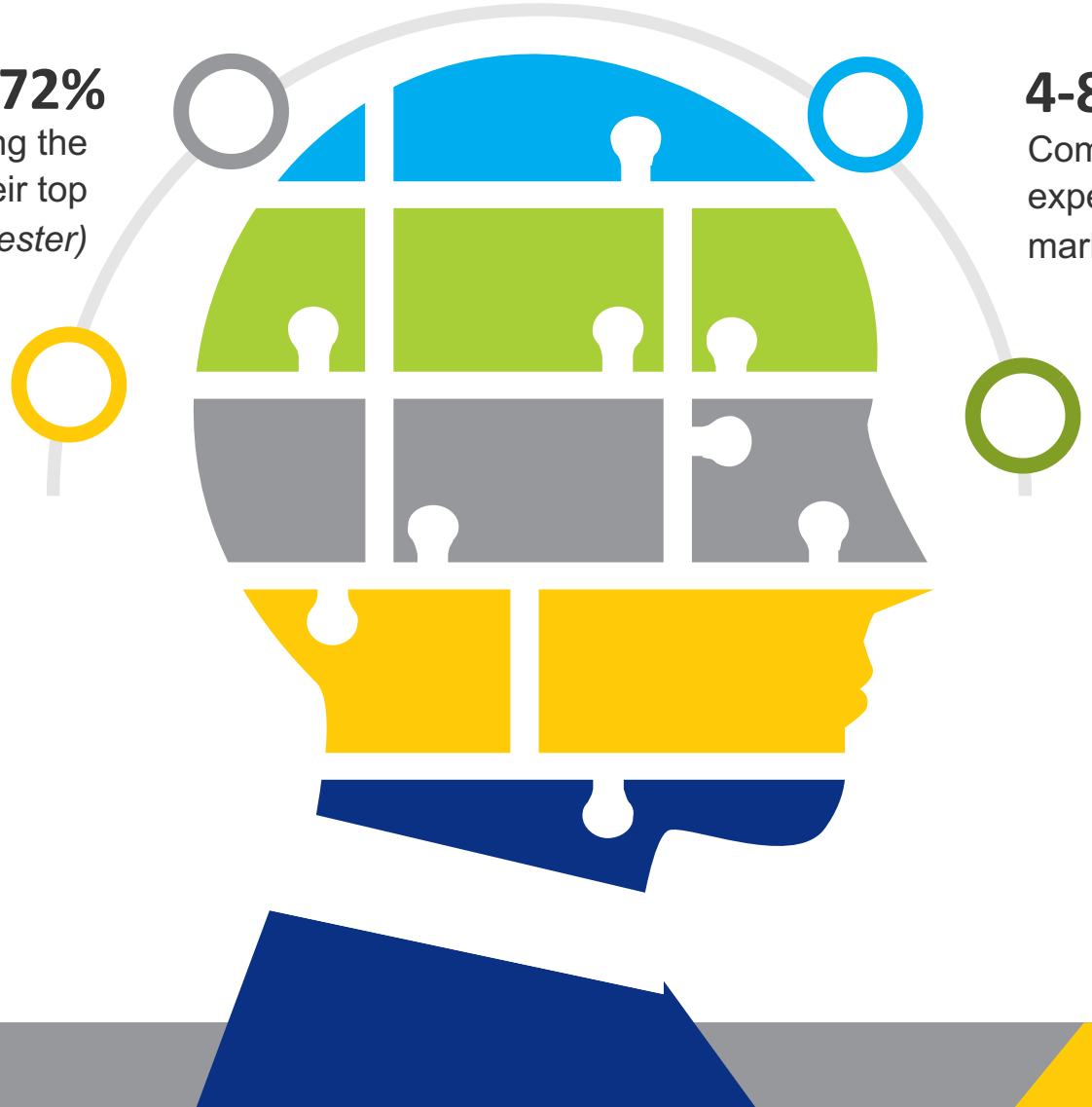
The Importance of Customer Experience

72%

of businesses say that improving the customer experience is their top priority *(Forrester)*

1 in 3

customers will leave a brand they love after just one bad experience *(PwC)*



4-8%

Companies that excel at customer experience grow revenues 4-8% above the market *(Bain and Co.)*

$1.6 Trillion

The estimated cost of customers switching due to poor service. *(Accenture)*

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

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

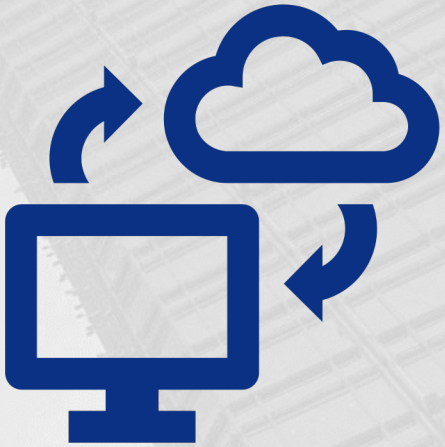
Efficiencies

Faster time to template

Scalability

No idle hardware

Cloud



Mainframe/Client Server | **On-Prem to Virtualized Environment** | **The Gap** | **Hybrid** | **Pure Cloud - AWS Services**

Sophistication

Respond to Changing Consumer Preferences

Scale the Conversation™

Generations & Thei Channel Preferences

SMART COMMUNICATIONS™

Characteristics	Matur (pre - 194	Baby Boomers (1945-1960)	Generati (1961	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 se	ork-life balance	Freedom & flexibility	Security & stability
Attitude towards technology	Largely disengaged	Early tech	immigrants	Digital natives	"Technoholics" – IT dependant
Attitude towards career	Jobs are for life	Or re ts	ers – loyal ployer	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

Scale the Conversation™

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

Scale the Conversation™

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]

Source: Keypoint Intelligence-InfoTrends Report, 2017

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

Scale the Conversation™

SMART COMMUNICATIONS™

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

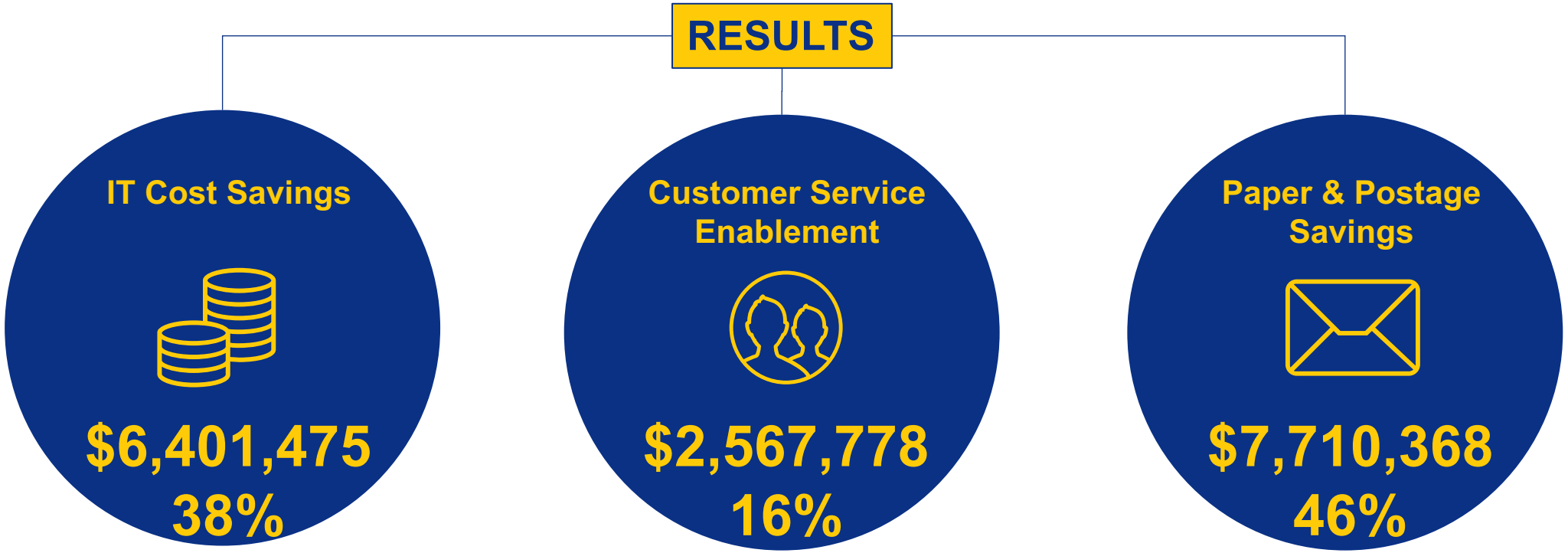
Increased Customer Loyalty and a Competitive Advantage

Scale the Conversation™

Large Regional Bank

CHALLENGES

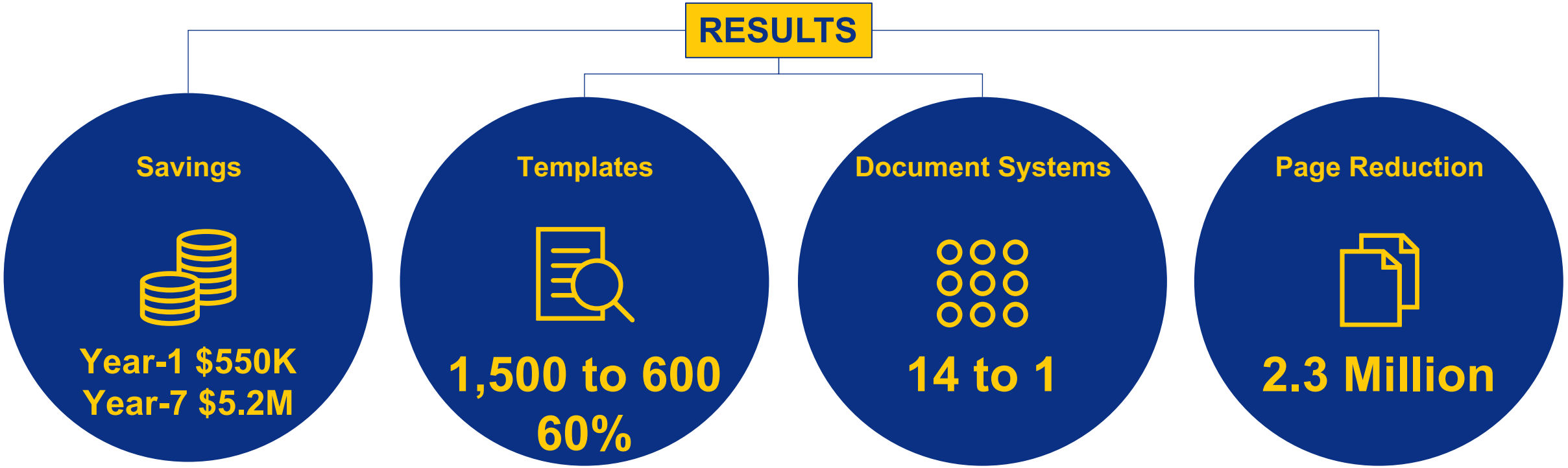
- All servicing communications delivered via Mail Houses
- Time sensitive communications take 2-3 days to be delivered (e.g. overdraft)
- Lack consistent branding
- Changes to communications take months to deliver



Australian Wealth Company

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.

Scale the Conversation™