

# Real-time, personalised communication at scale with Xerox Customer Communication Management Services

Reaching out to customers with the right message, at the right time and in their preferred channel? With total ease? Challenge accepted. Better yet, mission accomplished.



Customer expectations are higher than ever, demanding fast, real-time responsiveness in their channel of choice. On top of managing costs, orchestrating cross-channel communication across ever-changing physical and digital environments is easier said than done. Not to mention ensuring brand consistency and regulatory compliance.

**XEROX CUSTOMER COMMUNICATION MANAGEMENT SERVICES HELPS YOU DELIVER RELEVANT, PERSONALISED TRANSACTIONAL COMMUNICATIONS ACROSS CHANNELS WITH TOTAL EASE.**

Connecting with customers doesn't come with an easy button, but Customer Communication Management Services makes it simple to drive customer engagement in both physical and digital channels while reducing costs, improving efficiency and increasing impact. It's about delivering real value at each and every customer journey touchpoint.

- Our end-to-end managed service combines world-class technology and streamlined business processes run by Xerox experts in the customer communications space.
- Cloud-based technology allows us to leverage Xerox expertise worldwide, providing both a global and a local service regardless of location.
- Content is created and composed according to your business rules and customers' needs, elevating your brand and consistently delivering a positive experience.
- Multichannel delivery of transactional communication leverages print and digital integration to support your growth.
- Personalisation at scale enables digital channels with the same input data used to produce print documents and communications.
- A strong and secure customer communication infrastructure safeguards customer data, consolidating systems and ensuring regulatory compliance.
- Put white space to work by filling it with cross-sell and upsell messaging to improve customer acquisition, retention and satisfaction.

**HERE'S SOME OF WHAT YOU CAN EXPECT:**



Drive efficiency into the business processes of communicating with customers and increasing wallet share



Engage with customers in meaningful ways that support satisfaction, based on their needs and preferences



Be responsive and make changes to communications for each customer on the fly



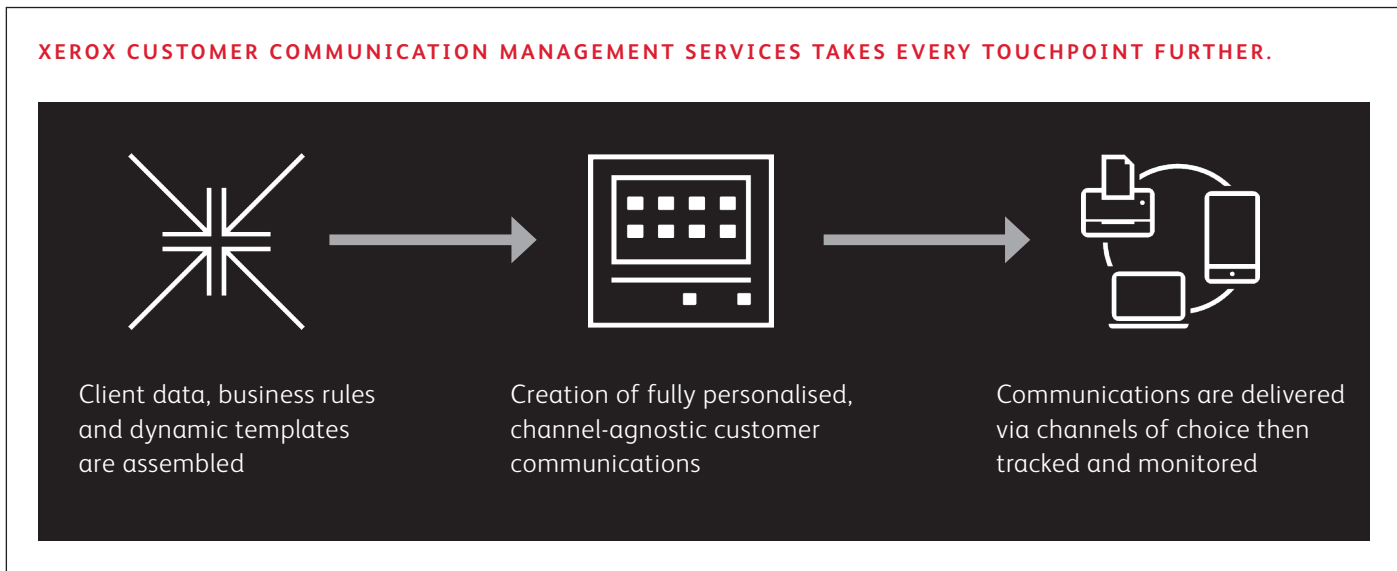
Take the guesswork out of staying compliant with regulations and brand guidelines

# Matching the speed and scale your business demands.

Collaboration is at the core of our approach. You're partnering with a results-oriented organisation driven by customer communication execution, not a print business. Our communication advisers will work closely with your team to enrich the communication touchpoints that matter most.

## FULLY PERSONALISED. MEASURABLE RESULTS.

By integrating client data and business rules, we create dynamic templates for different types of communications, providing compliant, personalised and channel-agnostic communications that are ready to be delivered via channels of choice.



## DO IT ALL. HAVE IT ALL.

Ready to generate content that is cost effective, compliant, on brand and timely? Now you don't have to choose between personalisation and compliance, or quality and speed of delivery. From email to SMS, statements and letters, let's improve the touchpoints that matter most.

- Cross- and upselling across the customer journey with lower fulfilment costs.
- Using data as an enabler to acquire more customers and anticipate their needs.
- Tracking and measuring communication processes and performance with data analytics.
- Responding in real time and updating communications as needed, reducing regulatory change cycles and cost.
- Leveraging existing systems and platforms, turning legacy communications into a strategic marketing opportunity.
- Give customers a reason to keep coming back with communications that satisfy as much as they inspire.

## The customer is always right.

Customer satisfaction is at the top of your list. Ours too, and your business needs come first. Let us establish your current customer journey and map the path to success.

Learn more at [xerox.co.uk/ccm](https://xerox.co.uk/ccm)