TECHNOLOGY INNOVATION
<DIGITAL BUSINESS>

Customer Communications Solutions for the Digital Age

Achieve more effective customer communication that boosts engagement, drives down costs, increases revenue and builds closer relationships

TOPICS

▶ **Business-enabled smart document design and administration**

▶ **Business users create, manage and change rules in a controlled manner**

▶ **All output can be consolidated, multiple disparate systems are avoided**

▶ **A service-oriented architecture facilitates integration**

▶ **Omni-channel capabilities and mobile focus**

▶ **Multimedia Documents, device-responsive documents**

▶ **Digital business uses adaptive case management**

A Customer Engagement Solution for today's Communication Environment

The way people prefer to communicate today is individualized and in real time using multiple channels across divisions and departments. Documents, e-mails and messages span across every customer communication touch point to attract, acquire and provide customer service successfully. Closed-loop communication – inbound and outbound across all devices and channels – is a must for effective engagement and results.

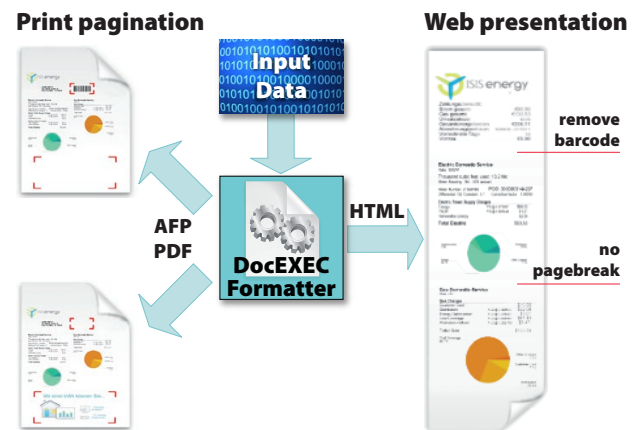## ■ How can the challenges of today's new digital world be met?

The most efficient way to deliver personalized communication to any channel is by using the smart design and integrated omnichannel delivery of the Papyrus Correspondence Framework solution. Templates, content and rules are built by business users as building blocks (i.e. text, URLs, forms, tables) centrally versioned. Elements are reused across all corporate document types (high-volume/high-speed, on-demand/single document request, interactive/end user edits the letter content before it is published). This method substantially reduces the number of templates and guarantees corporate design and identity.

■ Business-enabled smart design of document content, layouts and rules in a controlled manner, without IT involvement
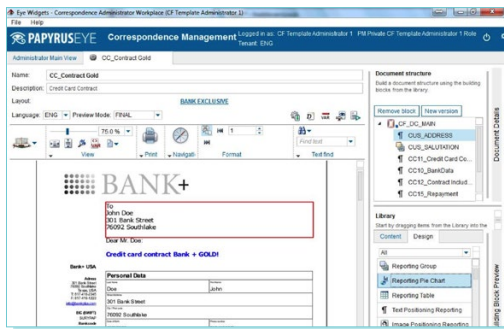
Adoption of change is managed by the integrated change and release management of the Papyrus Framework Solution.

Fast document assembly by the business staff

Report on templates, rules and building blocks per user

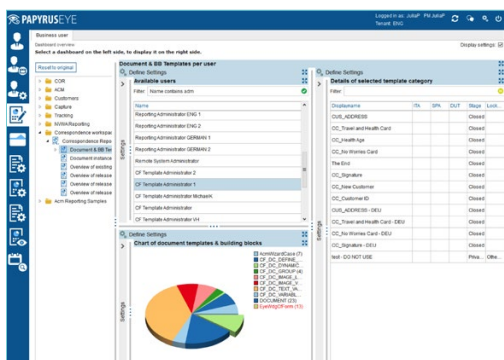## ■ Avoid multiple separate systems – Consolidate!

ONE formatter for all personalized documents ensures quality across all communication channels. Papyrus DocEXEC is a powerful high-volume, interactive and on-demand formatting engine. The output generated is optimized for digital and print and optimal for the omnichannel communication environment.

Print pagination | Input Data | Web presentation

AFP PDF | DocEXEC Formatter | HTML → remove barcode / no pagebreak

Parallel Document Output Format Options
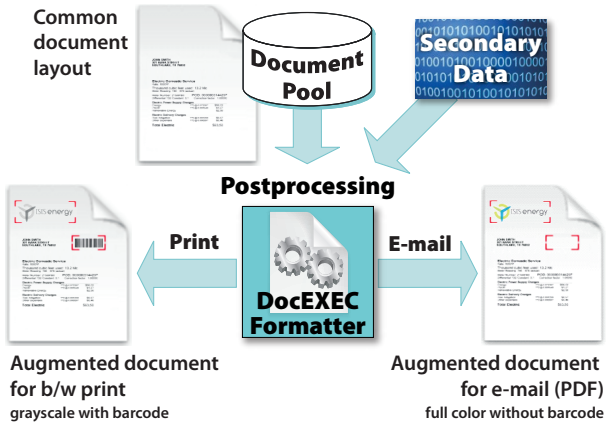
■ Device-responsive digital documents

Digital data-driven and highly personalized business correspondence are formatted with interactivity and for optimal viewing on any device.
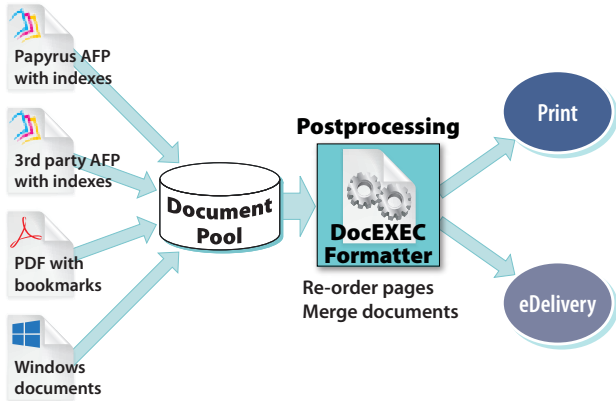

■ Digital multimedia documents, URLs and QR codes

One building block in a statement or bill could be a video with voice for digital delivery. When printing is the preference this building block is exchanged with a picture. Digital documents can include hyperlinks and QR codes to allow for an immediate response by e-mail or chat for enhanced customer service.

■ Central document collection and late augmentation

Common document layout

Document Pool

Secondary Data

Postprocessing

Print — DocEXEC Formatter — E-mail

Augmented document for b/w print
grayscale with barcode

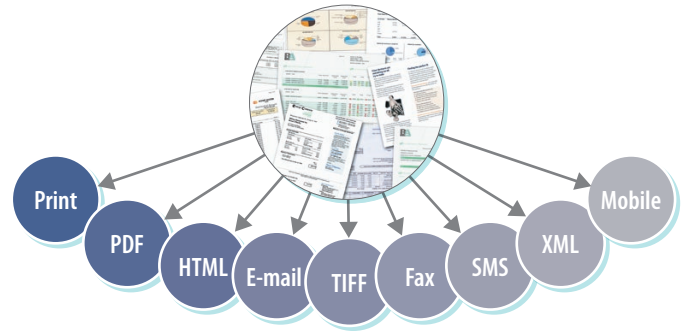**Augmented document for e-mail (PDF)**
full color without barcode

Various output formats can be collected in the Papyrus Document Pool. Papyrus Postprocessing enables late document augmentation based on a base layout that is common to all channels and enhanced with channel-specific building blocks at time of delivery – supporting print, e-mail, SMS, fax, Web portal and social networks.

Papyrus AFP with indexes

3rd party AFP with indexes

PDF with bookmarks

Windows documents

Document Pool

Postprocessing

DocEXEC Formatter
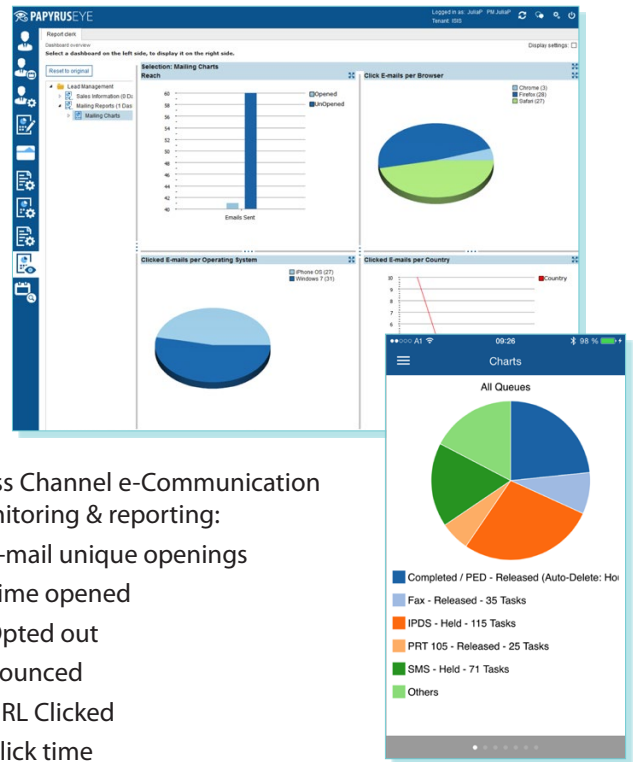Re-order pages
Merge documents

Print

eDelivery

■ Secure and quick document access on all devices

Business users handling customer requests can access the Papyrus WebArchive with standard Web browsers or mobile devices. Customers can also directly access their documents for viewing on a browser or a mobile device. Full user profile management and security measures are provided by Papyrus.

■ Papyrus integrated process and job management ensures cross-channel control and reporting

Print PDF HTML E-mail TIFF Fax SMS XML Mobile

Organizations have many complex operations, processes, jobs, and users processing thousands of requests per day. Papyrus Automated Document Factory Solution provides enterprise-wide visibility through a dashboard to monitor, schedule, report, alert, and start or stop any process from anywhere. The ADF dashboard can be operated on a browser or mobile device. PDF reports can be printed and viewed online.
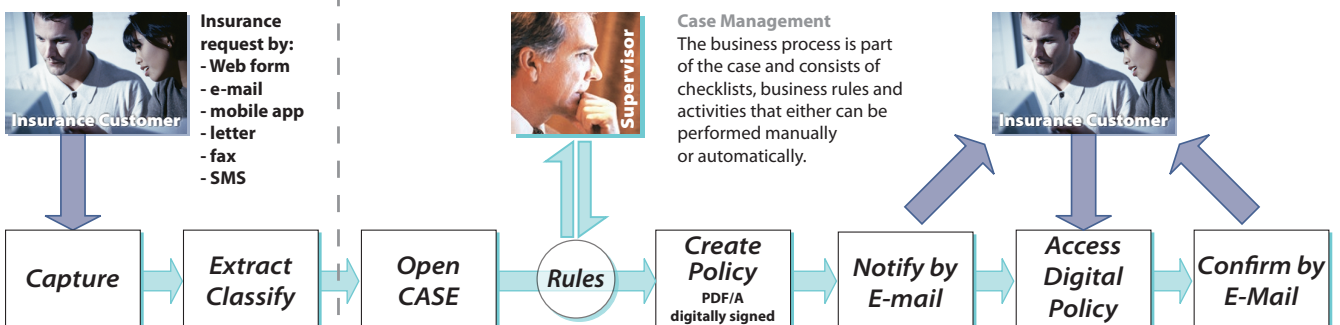

Cross Channel e-Communication monitoring & reporting:

- ■ E-mail unique openings
- ■ Time opened
- ■ Opted out
- ■ Bounced
- ■ URL Clicked
- ■ Click time

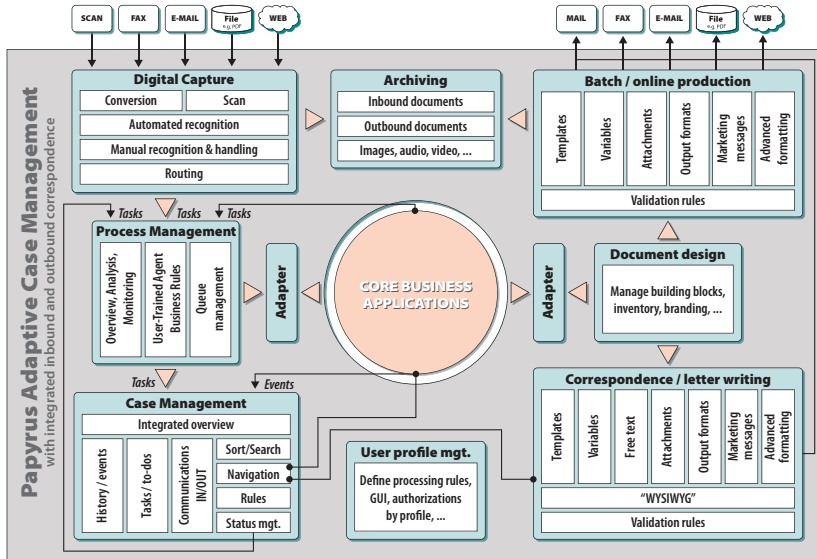## ■ Digital Business requires digitally signed documents: An integrated lifecycle solution on the Papyrus Platform

From request to closure. Integrated Papyrus Capture, process and case management leads to new business contract or policy.

Insurance Customer

Insurance request by:
- Web form
- e-mail
- mobile app
- letter
- fax
- SMS

Supervisor

Case Management
The business process is part of the case and consists of checklists, business rules and activities that either can be performed manually or automatically.

Insurance Customer

Capture → *Extract Classify* → *Open CASE* → *Rules* → *Create Policy* PDF/A digitally signed → *Notify by E-mail* → *Access Digital Policy* → *Confirm by E-Mail*
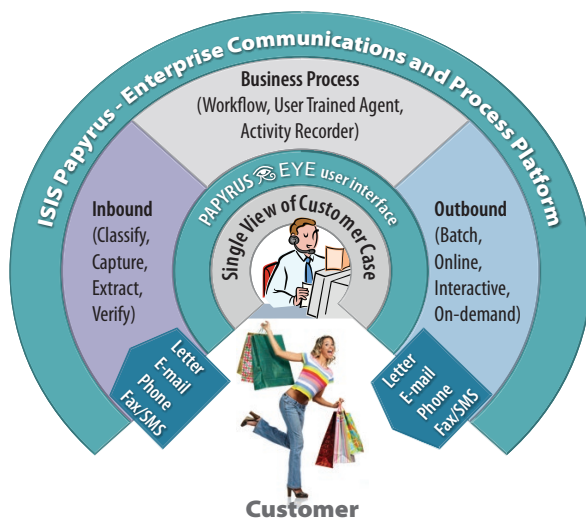
Facilitated Integration

The Papyrus platform is based on a service-oriented architecture (SOA) that greatly facilitates integration with other systems such as core front office and back office administration systems, claims, billing, CRM and archiving. This enables organizations to easily configure and automate their business processes across the enterprise. The Papyrus standard software includes Adapters (file and message based) and Typemanagers (DB native/ODBC interfaces) to prevent hardcoded application-specific interfaces with dependencies on software vendor, platform and compiler.

Papyrus - An integrated Platform for Customer Communications Management

Omnichannel delivers a Seamless Customer Experience

Consumers don't want to be constrained to a single communication channel but want to start communications on one channel and move to another without having to restart the conversation. To effectively manage such behavior **omnichannel communication** with your customers is a requirement.

A consolidated view of your customer

The Papyrus Platform provides organizations with a 360-degree view of the customer with seamless experience and consistent messaging across each communication channel, WebPortal, e-mail, mobile, social, chat, phone, fax and print - inbound and outbound.