

FIS Touch-CX™ Managed Services for Customer Communications Management

 MADISONADVISORS
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EXECUTIVE SUMMARY

Over the past several years, Madison Advisors has seen an increased need for enterprise organizations' IT departments to respond quickly to digital transformation initiatives to meet changing market conditions—this includes outsourcing non-core competencies, such as customer communications management (CCM). The technology and operational costs needed to support an efficient omni-channel CCM strategy can be staggering for organizations. It requires perishable, specialized skills that IT groups do not typically focus on maintaining. Content management, document composition, omni-channel delivery and data analytics are examples of the technologies that are difficult to maintain within the corporate structure, which has given rise to service providers, such as FIS, who specialize in supplying CCM hosted managed services (HMS). Simplified, CCM HMS is a hosted solution in which the service provider performs the implementation, operation and production of customer communications. A CCM HMS system controls how communications are experienced on a per-customer basis, directly linking it to a customer's experience (CX).

FIS Customer Communications Solutions (FIS), the communication output group within FIS Global, offers its Touch-CX™ CCM HMS solution to help clients manage their omni-channel communications initiatives. FIS sees the current shift to digital having a profound impact on communications, as the concept of a document has evolved to be more focused on content objects, which may come together to create a document or be used individually to trigger notifications.

Overall, Madison Advisors found Touch-CX to be a mature CCM HMS solution. Clients can opt to use a suite of robust self-service tools to support the client's entire omnichannel communications process. FIS's focus on modular capabilities that can be accessed through a set of APIs allows its customers to integrate Touch-CX into their systems seamlessly.

MANAGING CUSTOMER COMMUNICATIONS

Madison Advisors defines CCM HMS as a delivery model in which a single-source, integrated technology platform incorporates the seven critical components necessary for end-to-end customer communications management. Enterprises that generate substantial customer communications achieve measurable results from this model in several ways, including, but not limited to, the elimination of capital expenditures associated with purchasing, installing and maintaining software and integrating with other technology solutions necessary to generate and deliver customer communications.

CCM HMS is a results-driven technology model that incorporates seven critical components of CCM in a single integrated platform. As a complete end-to-end solution, providers of CCM HMS deliver a better return on investment (ROI) for their clients due to the shift from a capital expenditure model (CapEx) to an operational expense model (OpEx). Accountability for delivering benefits and results resides with the provider of a CCM HMS solution since the risks associated with purchasing and installing software are transferred to the provider, thereby lifting the burden off internal IT resources.

In our recently published market research study, Madison Advisors defined the seven critical components of a CCM HMS solution as: