Managing the Customer Communications Lifecycle

Customer communications are critical to a customer's experience with an organization. However, customers have come to expect faster, more personalized communications on the channels and devices of their choosing. Organizations need to be able to keep up with these demands and add value to every customer interaction.

Organizations struggle to keep up with the evolving technology required to support new channels and deliver relevant, personalized communications. To address both these issues, organizations need an integrated customer communications management (CCM)/ customer experience (CX) solution capable of delivering timely and personalized communications through the customer's preferred channels.

Precisely's EngageOne RapidCX is a hosted managed solution for omni-channel customer communications. The solution enables organizations to continue print-based communications while transitioning to digital communications at the pace dictated by the organization and its customers without building a new solution for each new communication channel. The solution's integration with Precisely's Data Integrity Suite allows organizations to leverage knowledge about the customer from previous interactions to personalize each new communication.

OPERATIONAL WORKFLOW

EngageOne RapidCX manages the entire communications lifecycle from data to delivery. The solution supports all forms of communication across all channels, including large batch, interactive and on-demand. Through integration with Precisely's Data Integrity Suite, EngageOne RapidCX has access to all customer data needed to create communications digitally, personalize the content to add value and manage delivery across one or more channels accurately and in a consistent manner.

The integration with Precisely's Data Integrity Suite also enables organizations to assemble each customer's trusted data profile from various data sources strewn across the organization. The customer data guides an organization to deliver relevant communications related to products or services to which the customer has expressed an interest on the customer's preferred channel.

The result is a coordinated CCM/CX campaign personalized for each customer. Organizations build on previous customer interactions to determine the character and content of the next communication. The system avoids redundant communications, such as marketing for a product or service the customer has already purchased.

BREADTH OF CAPABILITIES

At its core, EngageOne RapidCX offers organizations robust change management capabilities, which simplify customer service, document maintenance and production. Precisely provides a solution built on a global public cloud leveraging Precisely's infrastructure.

EngageOne RapidCX uses a template-based document designer that enables organizations to leverage content and business rules across multiple documents. Any changes to an image, graphic or logo are propagated across all the documents using that same content. Documents are built from blocks which business users can customize, eliminating the typical IT resources required for development.

EngageOne RapidCX supports customizable workflows for communications design, notification, and omni-channel delivery. The workflow process directs work to the appropriate group or individual for editing or approval. A permissions-based security system controls or limits access to documents.

The Rapid Communications module offers a dashboard for customer service representatives to utilize to create one-off customer communications to support or document a customer interaction. The module offers access to a set of templates with pre-defined fields for personalization. Once created, the item is forwarded for review as defined by the workflow and can be tracked through each set in the process.

The Rapid Campaigns module simplifies the creation of one-to-many customer communications, such as product updates or fee notices. The module accepts a list of intended recipients, such as a CSV file, and generates personalized communications from a single template.

EngageOne RapidCX handles the delivery across multiple channels, allowing organizations to bring on new channels quickly, leveraging the same templates and customer data. The workflow extends to delivery enabling the system to trigger a printed document if a high-value document is emailed but the email goes unopened. The solution supports print output as well as multiple digital channels including push notifications and WhatsApp. Precisely also offers integration to its own personalized interactive video solutions.

A robust auditing and reporting system is embedded within the solution. The auditing system tracks all changes to document templates and content in addition to tracking all workflow tasks and deliveries. The organization can create custom reports to meet the needs of various departments and establish notifications within workflows to provide approval or production alerts as well as to manage service level agreements.

UNIQUE SOLUTION

In a digital-first environment, customers expect personalized, relevant communications delivered via their preferred channels and devices. Madison Advisors believes Precisely's EngageOne RapidCX enables organizations to quickly support omni-channel communications to meet these expectations and to improve customer loyalty.

With built-in integration to Precisely's full suite of data and communications offerings, EngageOne RapidCX is a unique solution designed to support the smooth transition of an organization's customer communications from an array of existing legacy systems into the EngageOne RapidCX platform.