



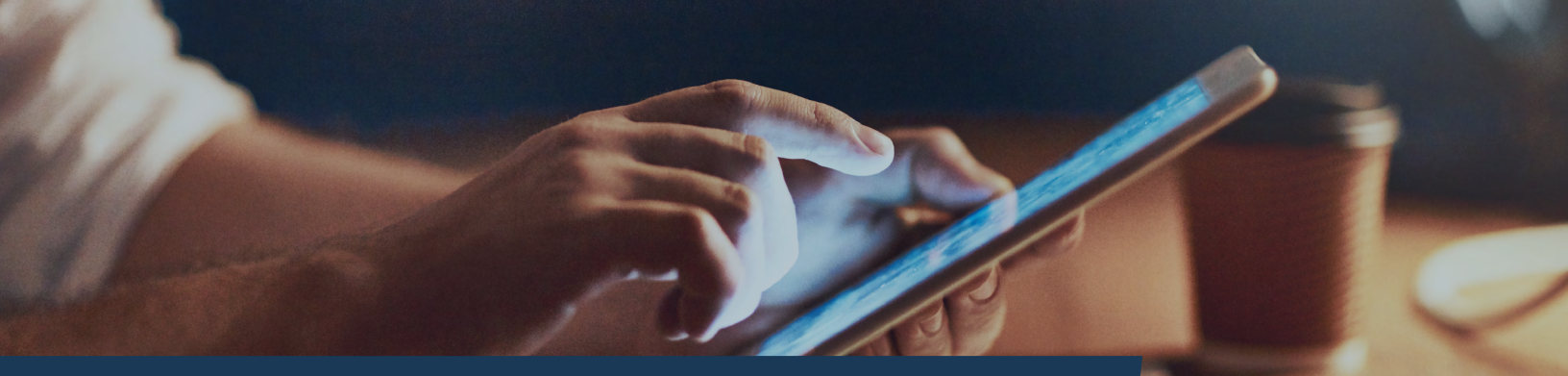
5 Benefits of Optimizing the End-to-End Customer Journey

The Powerful Pairing of Cloud-based CCM and Modern Forms Technologies

The way enterprises interact with their customers has dramatically changed. Consumers are more comfortable than ever with digital transactions – everything from shopping, doctor visits, banking and more can be done from anywhere at any time.

As a result, companies need to rethink customer engagement and shift from one-way, transactional communications to meaningful, two-way customer conversations. But, this can be a challenge to achieve at scale.

The best way for companies to meet their short- and long-term goals is to invest in cloud-based solutions that optimize the end-to-end customer experience. Below, we outline how to do just that – highlighting the five key benefits of the powerful pairing of cloud-based Customer Communications Management (CCM) and forms transformation technologies.



1



Personalized

Paper-based or PDF forms can be off-putting to customers – especially when businesses are asking for information they should already know. This often neglected touchpoint can create impersonal and friction-filled customer experiences.

Implementing an adaptive interview approach with a sophisticated forms solution, however, allows businesses to confirm previously known information and then add only what is needed to move the interaction forward. Plus, the data collected throughout these interactions informs more personalized, tailored conversations going forward – ultimately creating a more seamless customer experience.

2



Real-time & Omnichannel

In the past, one-way, outbound communications from companies to their customers were sufficient. Today, however, customers want – and expect – to be able to have a conversation from anywhere on any device, and even start that conversation on one device and continue it later on another.

Legacy CCM tools require long wait times for data uploads that create business inefficiencies and a subpar customer experience. A modern cloud-based CCM solution, however, incorporates real-time data from core systems across sales, finance, HR and more, to deliver communications via the customer's channel of choice – regardless if it's email, mobile, direct mail or something else entirely.

Combining the power of digital forms with a sophisticated CCM solution enables the customer to complete transactions faster, while providing a more enjoyable and interactive dialogue.

3



Collaborative

Customer conversations are typically not linear. When a document requires input from multiple stakeholders simultaneously, legacy systems that are built around high-volume, structured batch scenarios aren't equipped to empower this level of collaboration. These outdated systems make tasks like capturing signatures and sharing confidential information securely more difficult and complex than necessary.

Combining digital forms with cloud-based CCM creates a flexible environment where multiple parties can interact in a single project or interaction, with different interviews tailored to an individual's role in the process. When information capture is necessary throughout a business process, enterprises must invest in solutions that enable collaboration. A single source of truth reduces costs while increasing transparency, turnaround times and process completion rates.

4



Automated

Today's customers expect on-demand interactions, meaning requests or inquiries should result in immediate responses. And regardless of whether an interaction is initiated on web, phone or mobile, customers expect those responses to be personalized. Unfortunately, legacy CCM tools that rely too heavily on manual input are not built to handle these types of scenarios.

Next-generation forms coupled with automated workflows can transform every customer interaction into a two-way conversation. Instead of manually combining customer responses into a single document or system, automated workflows can produce the communication based on known information and trigger reviews as needed.

For many businesses today, large teams must manually review contracts and assemble content into a single template. This not only creates inefficiencies and a friction-filled customer experience, it also introduces compliance risks. With modern, cloud-based solutions that automate these processes, however, each moment in the customer journey can be pleasant, painless and very personal.

5



Quick & Efficient

Oftentimes, the customer experience hinges on speed – how quickly an issue is resolved, how fast a business is to respond or how swiftly a new product or business is brought to market. With legacy systems, teams often have to rely on IT to build out templates or integrate with data sources, and the wait times this creates are simply no longer an option in the face of today's changing market conditions.

Customer and market demands require a more agile, flexible approach to building new processes, without the need for significant IT resources. Working with a solution provider that facilitates out-of-the-box integrations with third-party systems of record to facilitate multiple, customer-led, digital-first conversations will set businesses up for success. And by combining forms technology with a cloud-based CCM solution, businesses will be able to break down internal silos, optimize existing investments and improve speed to market.

The Next Step in Delivering Two-Way Customer Conversations

It's time to think differently about the customer journey. As we move into a new era of customer conversations, enterprises must prioritize digital transformation and invest in the solutions that provide the agility, flexibility and innovation that legacy systems cannot.

This tip sheet has illustrated how sophisticated forms and CCM solutions complement each other, and how combined they can enhance the entire, end-to-end customer journey. Every customer interaction offers an opportunity to build loyalty, and by optimizing both processes and technology, the customer journey can be pleasant, painless and personal.



Smart Communications is continuously working toward a SMARTER future, empowering enterprises around the world to deliver two-way, interactive customer conversations. Enabling conversations between businesses and their customers has never been more important, especially as customers increasingly prefer a digital-first, personalized approach. And since customers' expectations will only continue to increase, enterprises must optimize the end-to-end experience to succeed.

The Smart Communications Conversation Cloud™ platform delivers personalized, omnichannel conversations across the entire customer experience. Its key capabilities – Collect, Communicate, Collaborate and Coordinate – are built on Integration and Intelligence layers, allowing enterprises to engage in SMARTER customer conversations.

To learn more, visit <https://www.smartcommunications.com/conversation-cloud/>

About Smart Communications

Smart Communications is a leading technology company focused on helping businesses engage in more meaningful customer conversations. Its Conversation Cloud™ platform uniquely delivers personalized, omnichannel conversations across the entire customer experience, empowering companies to succeed in today's digital-focused, customer-driven world while also simplifying processes and operating more efficiently. Smart Communications is headquartered in the UK and serves more than 650 customers from offices located across North America, Europe, and Asia Pacific. Smart Communications' Conversation Cloud platform includes the enterprise-scale customer communications management (CCM) power of SmartCOMM™, forms transformation capabilities made possible by SmartIQ™ and the trade documentation expertise of SmartDX™. In 2021, the company acquired Assentis, a leading European software solutions provider specializing in customer communications management (CCM) with a focus on the financial services industry.



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