

Smart Communications

SMARTIQ™

+

Smart Communications

SMARTCOMM™

The Customer Communications Solution of Tomorrow

Combining Form Processes and Communications to Create Seamless Customer Experiences

Every company has two types of customers: the ones they have and the ones they want. And, to engage those two audiences, every company has (at least) two, entirely separate communication teams: one for client communications related to servicing or legal notifications and another for communications designed to attract and onboard new applicants. The challenges and inefficiencies that come with this operating model are extensive (leaving your customers and employees who serve those customers wanting something....well, better. Way better).

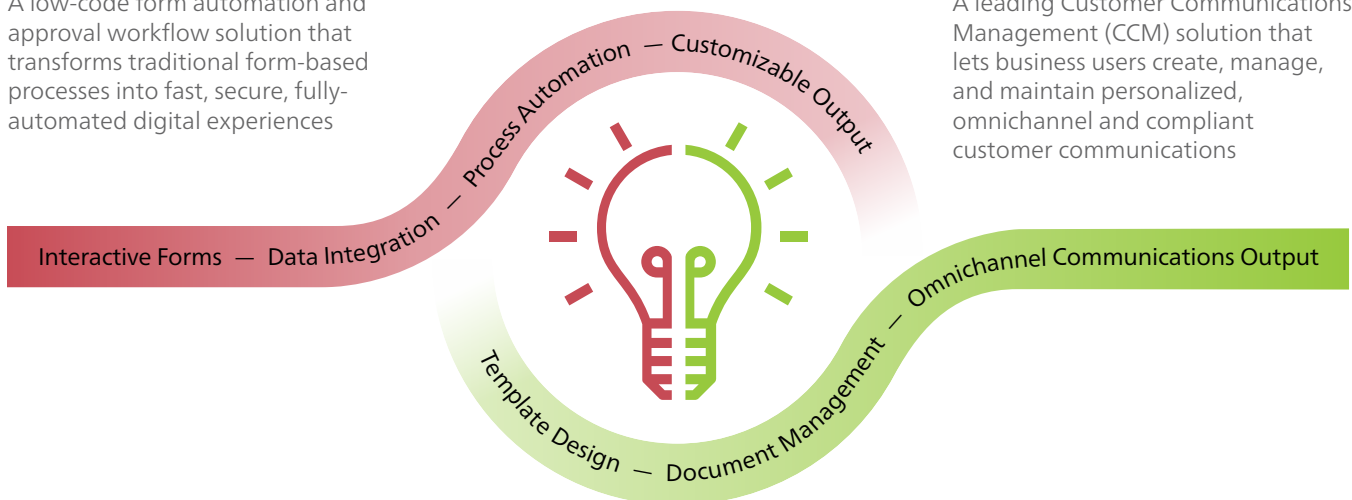
SmartIQ and SmartCOMM - part of the Smart Communications Conversation Cloud™ - provide an end-to-end solution that can revolutionize customer conversations— from someone’s first loan application or benefits enrollment to onboarding packs and policy generation. Plus, everything can be integrated with e-signature processes.

SMARTIQ™

A low-code form automation and approval workflow solution that transforms traditional form-based processes into fast, secure, fully-automated digital experiences

SMARTCOMM™

A leading Customer Communications Management (CCM) solution that lets business users create, manage, and maintain personalized, omnichannel and compliant customer communications

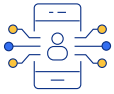


Together, SmartIQ and SmartCOMM Deliver:



Digital Form Experiences that Generate Personalized Downstream Communications

Prebuilt connectors and data endpoints give SmartIQ the ability to digitize and streamline the collection of customer information—pre-filling known information, validating information entered in real-time and updating core systems nearly instantaneously. Coupled with SmartCOMM, the two solutions leverage advanced business logic and use the relevant information collected to personalize future communications across multiple channels.



Unified Inbound Form and Outbound Communications Processes

Traditional CCM solutions have only focused on generating documents—with little to no consideration of what prompted the communication, what information was collected that might impact the content or how the customer will need to respond once the communication has been sent. SmartIQ and SmartCOMM integrate seamlessly to provide simple, streamlined, cohesive customer communication journeys—delivering documentation and communications that are personalized, accurate and relevant to the cause.



Streamlined Internal Processes with Integrated Data Collection and Communication Generation

Together, SmartIQ and SmartCOMM empower more automated and seamless internal workflows. With integrated communication design within the digital forms process, internal teams can personalize communications before final generation, route communications for review or approval and even invite other stakeholders into a process — all resulting in more efficient automated experiences across the Conversation Cloud™.

How Companies Win with SmartIQ and SmartCOMM

- ✓ **Empower business users – and reduce IT dependencies** – through low-code and business user-friendly interfaces that lets line-of-business owners design, maintain and ultimately gain control of their business processes
- ✓ **Improve the customer experience** by displaying only relevant questions, personalizing the form experience and making the process – and associated communications – available on any device
- ✓ **Reduce abandonment rates and incomplete data submissions** using pre-built connectors and data endpoints that pre-fill, validate and update information in real-time
- ✓ **Accelerate end-to-end processing time** with sophisticated data routing and workflow capabilities
- ✓ **Reduce infrastructure costs and improve efficiency** with a cloud-native architecture that provides elastic scalability, continuous innovation and improved agility to respond to changing regulatory and market conditions
- ✓ **Personalize communications and generated documents** by creating and storing data from customized output files

Some of the Industries We Serve—And a Few Ways We Serve Them



Financial Services

New Account Opening, Loan Applications, Account Maintenance, Loan Servicing, Wealth Management Client Onboarding, Pension and Benefits Enrollment, Tax and Financial Reporting, Investor Risk Assessments



Healthcare

Large Group Plan Design, Small Group Benefits Enrollment, Health Risk Assessments, Prior Authorizations, Claim Submissions, Claims Correspondence, Claim Appeal and Grievances, Member Service Requests, Disenrollment, Provider Onboarding and Renewals, Patient Intake, Consent to Treat, Medical History



Insurance

New Business Submissions, FNOL, Death Claims, Claim Submissions, Claims Correspondence, Appeals & Grievances, Field Underwriting, Facultative Reinsurance Placement, Freedom of Information requests, Rates-Rules-Forms workflow, Employee Onboarding, Code of Conduct and Ethics Training

Discover how SmartIQ and SmartCOMM transform the communication journeys you manage today—and prepare you for the conversational demands of tomorrow. Talk to us today about your vision for communications and the role you want them to play in customer experience.



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Smart Communications™ is the only provider of a customer conversations management platform. More than 700 global brands rely on Smart Communications to deliver smarter conversations across the entire lifecycle—empowering them to succeed in today's digital-focused, customer-driven world while also simplifying processes and operating more efficiently. This is what it means to scale the conversation. Smart Communications is headquartered in the UK and serves its customers from offices located across North America, Europe, and Asia Pacific. The Smart Communications platform includes the enterprise-scale customer communications management power of SmartCOMM™, forms transformation capabilities made possible by SmartIQ™ and the trade documentation expertise of SmartDX™. To learn more, visit smartcommunications.com.