



# From Chaos to Control: 10 Reasons to Digitalize End-to-End Form Processes

As companies evaluate their digital journeys, business leaders seek technologies that can solve multiple business challenges and provide best-in-class customer experiences. And these are the reasons more and more companies are choosing SmartIQ™. SmartIQ is a low-code SaaS solution that centralizes and modernizes enterprise forms processes—and guides internal stakeholders and end users through automated, end-to-end digital experiences.

In the chart below, we'll highlight how your company is likely managing various business processes—and walk you through a more effective and efficient path with SmartIQ.

## Business Priorities

### 01 IDENTIFY SCALABLE TECHNOLOGIES



#### Current State

Custom-built, point solutions with basic form capabilities developed and maintained by IT.

#### ⊗ Drawbacks:

An extensive collection of single-tasked solutions designed to accomplish similar objectives—straining IT resources, driving operating costs, limiting new capabilities, and preventing the sharing of collected information across different lines of business

#### SmartIQ

A single, central technology with extensive out of the box capabilities to automate and digitalize an incredible range of manual business processes.

#### ☑ Benefits:

A single solution that solves multiple business challenges supports a more streamlined IT portfolio. SmartIQ is continually and strategically enhanced with new features to simplify and expand solution capabilities, and easy integrations mean data collected in one line of business can be shared across the organization.





02

## REDUCE OPERATING COSTS

### Current State

Manual processes that include printing, mailing, scanning, faxing, and completing basic fillable forms.

### ⊗ Drawbacks:

There are heavy costs associated with data entry, customer support to correct information, mailroom staff, postage, and—of course—paper. A lot of paper.

### SmartIQ

Offering secure, end-to-end digitalization (with a personal touch) means that costly, manual processes become the exception rather than the rule.

### ✓ Benefits:

A usage-based, automated cloud solution gives companies the opportunity to nearly eliminate the costs of paper, postage, data entry, and follow-up associated with manual form processes—and helps employees work more efficiently with every customer.

03

## IMPROVE TIME TO MARKET

### Current State

It can take 18 months or more to implement or update on-premise or in-house solutions—based on the need for customizations, coding, or specific features.

### ⊗ Drawbacks:

Significantly delays the cost benefits to the business while incurring additional resource costs for development and maintenance.

### SmartIQ

A low-code interface, pre-built connectors, and flexible architecture means new processes can be in market in a matter of days or weeks—and changes to processes can be live in minutes.

### ✓ Benefits:

You'll reap the financial benefits of your investment much sooner, minimize the internal impact of implementation, and eliminate IT dependence.



04

## CREATE SUSTAINABLE BUSINESS PRACTICES

### Current State

Paper-based processes have two things working against them: the length of the forms themselves and the amount of additional documentation included in submission.

#### ⊗ Drawbacks:

The amount of paper required to maintain manual processes—and the waste generated as a result—is astronomical and unacceptable by many of today’s standards.

### SmartIQ

Choosing to make digital solutions the preferred path makes paper processes the last resort—not the default.

#### ✓ Benefits:

Significantly decreasing paper usage, waste, and postage have a direct impact on the environment and corporate sustainability initiatives—and create brand value in market and with employees.

05

## SUPPORT FIRST PARTY DATA COLLECTION

### Current State

High dependence on third-party data sources or cookies to collect personal information required to support business processes.

#### ⊗ Drawbacks:

Data can be inaccurate, costly, and—based on increasing data protection rules—no longer accessible through traditional methods.

### SmartIQ

Securely collect information directly from the end-user and automatically transfer that data to the necessary core systems for storage and future use.

#### ✓ Benefits:

Get the information you need directly and minimize reliance on external data sources to support critical business functions.



06

## MANAGE COMPLIANCE AND RISK

### Current State

With numerous tools, steps, and stakeholders involved, it is nearly impossible to protect PII data that is submitted manually.

#### ⊗ Drawbacks:

Increased compliance and regulatory risk for companies can result in hefty fines, compromised brand value, and financial risk for customers.

### SmartIQ

SmartIQ reduces the risk of data breaches by protecting sensitive data through its seamless integration with core systems, which minimizes the need for human involvement in managing PII.

#### ✔ Benefits:

Significantly reduce the likelihood of errors, mishandling, or misuse of sensitive data—and use a formal, documented process to support internal and external compliance standards.

07

## INCREASE COMPLETION RATES AND REVENUE

### Current State

Business processes range in complexity and, no matter how simple (or not), there are parts of that process that companies could make easier and faster.

#### ⊗ Drawbacks:

Forcing customers down a manual, paper-oriented path requires time and effort—and can cause customers to completely abandon a process and companies to miss potential revenue.

### SmartIQ

Prepopulating forms with known information, providing a seamless mobile experience, letting customers stop on one device and pick up where they left off on another are just a few ways companies can reduce the amount of effort it takes to get something done.

#### ✔ Benefits:

Fast, straightforward experiences mean more customers actually complete a process which increases revenue and increases the likelihood of doing business again in the future.

08

## EMPLOYEE EFFICIENCY & SATISFACTION

### Current State

Employees are burdened with completing a high volume of form fills and customer correspondence daily.

#### ⊗ Drawbacks:

This can lead to a tedious and repetitive workload that may result in employee dissatisfaction.

### SmartIQ

Empower business users to build and make changes to forms processes and workflows on their own. With streamlined workflows and optimized forms, employees can effectively manage tasks with a high level of accuracy and quality.

#### ✔ Benefits:

Faster service delivery, increased employee productivity, and improved employee engagement.



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## MINIMIZE ABANDONMENT RATES

### Current State

Traditional forms processes are often slow and cumbersome, causing unnecessary frustration for customers.

### ⊗ Drawbacks:

This leads to high abandonment rates and poor overall customer experience.

### SmartIQ

True forms automation means only relevant questions are shown, forms are pre-populated with known information, collected information is validated, and approval routing is fast. Companies can close the loop with seamless transition to eSignature makes final sign off a breeze.

### ✓ Benefits:

Completion rates are increased significantly.

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## EXPAND TOTAL ADDRESSABLE MARKET

### Current State

Many companies are discouraged from expanding their offerings and services into other markets due to the time and effort required.

### ⊗ Drawbacks:

Missing potential growth opportunities and revenue streams in new markets or from non-native speakers.

### SmartIQ

Automatically present processes to end-users in their preferred language, based on uploaded translations. Any changes to content are automatically propagated across all channels and processes using the same language, making it easy to maintain consistency.

### ✓ Benefits:

Reach a broader audience while reducing the burden of managing multiple translations.



## Ready to Make a Smart Move?

Book a demo to see SmartIQ in action!

Book a demo

### About Smart Communications

Smart Communications provides the platform that leading organizations trust to deliver personalized, consistent and compliant conversations across all touchpoints and channels. The Conversation Cloud™ consists of SmartCOMM™ for enterprise-scale customer communications, SmartIQ™ for digital forms transformation, and SmartDX™ for trade documentation. Over 650 enterprise organizations across the globe rely on Smart Communications to simplify and automate complex processes and deliver highly secure, frictionless experiences across the customer lifecycle.

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