Knowledge Brief

Quadrant Knowledge Solutions

Smart Communications is a Leader in Customer Communication Management, Q1, 2024

An Excerpt from Quadrant Knowledge Solutions
"SPARK Matrix™: Customer Communication Management,Q1, 2024"

Smart Communications is a Leader in SPARK Matrix™: Customer Communication Management, Q1,2024

Quadrant Knowledge Solutions defines customer communication management (CCM) as a platform that enables organizations to efficiently create, manage, and deliver personalized and consistent communications across various channels throughout the customer lifecycle. It integrates multiple communication channels, such as print, email, SMS, and web, into a centralized system, helping businesses streamline the creation and distribution of customer-facing documents, messages, and interactions. The key objectives of a CCM platform are to enhance the customer experience, ensure regulatory compliance, and optimize communication processes by providing a unified and automated approach to managing customer communications.

Implementing a CCM platform offers significant business benefits by optimizing operational workflows and delivering a more tailored customer experience. The platform's integration of communication channels, including print, email, SMS, and web, enhances operational efficiency, reduces manual intervention, and minimizes the risk of errors. Improved resource utilization and streamlined document creation contribute to operational efficiency. The platform's automation capabilities ensure consistency in messaging and facilitate compliance with regulatory standards, mitigating legal and financial risks. It helps enhance the customer experience by promptly managing communication throughout all interactions.

CCM platforms have become widely adopted due to the expansion of digital channels and rising customer expectations for a seamless experience throughout the customer lifecycle journey. Recently, it has become crucial to enhance the customer experience at every stage of the customer lifecycle. Therefore, organizations are focusing on becoming more customer-centric, hence the need for customer communication management. A CCM platform is essential for providing a continuous flow of information throughout the customer lifecycle, as it aids in management communication across various channels while maintaining and enhancing user retention and loyalty.

Personalized communication has taken center stage with more and more businesses trying to reach customers at all possible touchpoints. The personalized communication approach fosters customer satisfaction and loyalty, positively

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impacting customer retention and revenue generation. Users should have access to the information of their interests anywhere, anytime, using any device or operating system, and in the language they are most comfortable with. They should have complete control over the kind of data displayed and the way it is displayed. A customized communication channel and experience grant customers maximum control over communication and information management.

The market direction for CCM is propelled by a growing demand for enhanced customer experiences, increased regulatory requirements, and a shift toward digital transformation. Organizations are increasingly investing in CCM solutions to streamline communication processes across various channels and offer personalized interactions. The rise of omnichannel communication, coupled with a focus on customer-centric strategies, is steering the market toward solutions that seamlessly integrate with diverse platforms. Additionally, the need for compliance with stringent regulations and standards is a significant driver, prompting businesses to adopt CCM platforms that ensure secure and regulated communication practices. As the market evolves, factors such as data-driven insights, AI integration, and scalability are becoming key drivers influencing the direction of CCM solutions.

Digital trust services have emerged as a prominent trend in the CCM market, reflecting the increasing importance of secure and reliable interactions in the digital era. Organizations are prioritizing solutions that enhance trust by incorporating features such as e-signatures, secure document exchange, and identity verification within their communication platforms. This trend is driven by a growing need for businesses to ensure the integrity and authenticity of their digital communications, fostering a sense of trust among customers, partners, and stakeholders. As the CCM landscape evolves, the integration of digital trust services is becoming a key differentiator for companies seeking to establish and maintain credibility in their online interactions.

The research includes detailed competition analysis and vendor evaluation with the proprietary SPARK Matrix analysis. The SPARK Matrix includes ranking and positioning of the leading Customer Communication Management vendors with a global impact, including - This study includes an analysis of key vendors, such as Adobe, Compart, Conga, CSG, Doxee, Doxim, FCI-CCM, Intense Technologies, Messagepoint, MHC Automation, Newgen, Nintex, OpenText, Oracle, Precisely, Quadient, Sefas, and Smart Communications.

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Market Dynamics and Trends

The Customer Communication Management market is driven by the increased adoption of cloud-based solutions for scalability and cost-effectiveness, alongside a greater focus on delivering exceptional customer experiences through personalized, multi-channel communication journeys. Integration with emerging technologies will enhance customer engagement, while enhanced analytics and insights derived from data analytics and AI will optimize strategies. Continuous innovation will drive the development of more advanced features and functionalities to meet evolving customer expectations and technological advancements.

- Legacy systems often pose challenges in terms of agility, scalability, and compatibility with modern technologies. Content migration involves transferring data and content from outdated systems to modern platforms, facilitating digital transformation initiatives. By modernizing their content management infrastructure, organizations can improve operational efficiency, enhance collaboration, and enable faster delivery of personalized content to meet evolving customer demands.

- The evolution from Customer Communications Management (CCM) to Customer Experience (CX) and Journeys delivered as full cloud solutions marks a significant shift towards prioritizing the overall customer experience rather than managing individual communications. By leveraging full cloud solutions, businesses ensure scalability and flexibility in delivering seamless customer journeys across various touchpoints.

- AI-powered tools are rapidly revolutionizing content creation and optimization processes within CCM platforms, enabling vendors to automate content generation, personalize messaging based on customer preferences, and fine-tune content for diverse channels and audiences. This strategic shift towards AI integration is driving enhanced relevance and effectiveness in customer communications, propelling vendors toward improved customer engagement and satisfaction.

- As vendors in the Customer Communication Management (CCM) space continue to evolve, there's a noticeable trend towards embracing Microservices architecture, full cloud deployment, and

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headless APIs. These technologies offer distinct advantages in terms of flexibility, scalability, and integration capabilities. Microservices enable modular development and deployment, facilitating quicker iteration and customization of features to meet changing customer needs. Full cloud deployment ensures accessibility and scalability, while headless APIs facilitate seamless integration with other systems and channels. By adopting these technologies, vendors are better equipped to deploy and integrate next-generation CCM solutions, enabling them to adapt and innovate rapidly in response to dynamic market conditions and evolving customer requirements.

- The increasing adoption of unified content hubs reflects a heightened requirement for consistency and coherence across numerous communication channels. Functioning as centralized repositories, these hubs enable organizations to efficiently manage and distribute content, resulting in streamlined processes and the delivery of a unified brand experience. With support from diverse channels, including emerging digital platforms like IVA and AR, businesses can effectively cater to customers' preferences and expectations, ensuring seamless interactions across various platforms.

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SPARK Matrix Analysis of Customer Communication Management Market

Quadrant Knowledge Solutions conducted an in-depth analysis of the major Customer Communication management vendors by evaluating their product portfolio, market presence, and customer value proposition. The Customer Communication Management market research provides competitive analysis and a ranking of the leading vendors in the form of a proprietary SPARK Matrix™. SPARK Matrix analysis provides a snapshot of key market participants and a visual representation of market participants. It provides strategic insights on how each vendor ranks related to their competitors based on their respective technology excellence and customer impact parameters. The evaluation is based on primary research, including expert interviews, analysis of use cases, and Quadrant's internal analysis of the overall Customer Communication Management market.

Technology Excellence	Weightage
Content Authoring and Management	20%
Personalization and Variability Management	15%
Omnichannel Delivery	20%
Automation and Workflow Orchestration	10%
Reporting and Analytics	10%
Compliance and Security	5%
Competitive Differentiation Strategy	7%
Vision & Roadmap	8%
Integration & Interoperability	5%

Customer Impact	Weightage
Product Strategy & Performance	20%
Market Presence	20%
Proven Record	15%
Ease of Deployment & Use	15%
Customer Service Excellence	15%
Unique Value Proposition	15%

According to the SPARK Matrix analysis of the global Customer Communication Management market, Smart Communications, with its comprehensive technology, has received strong ratings across the parameters of technology excellence and customer impact and has been positioned among the technology leaders.

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According to Saurabh Raj, Research Analyst at Quadrant Knowledge Solutions. “Smart Communications is a global leader in cloud-enabled customer engagement solutions, revolutionizing how businesses interact with their customers. Their platform, SmartCOMM, offers seamless personalization and omnichannel capabilities, empowering organizations to deliver compelling and consistent communication experiences across diverse industries. With a strong presence in Europe and North America and expansion plans in other regions, Smart Communications is driving transformative innovation through strategic partnerships, including integrating AI with AWS, to enhance communication strategies and elevate customer experiences in today’s dynamic landscape.”

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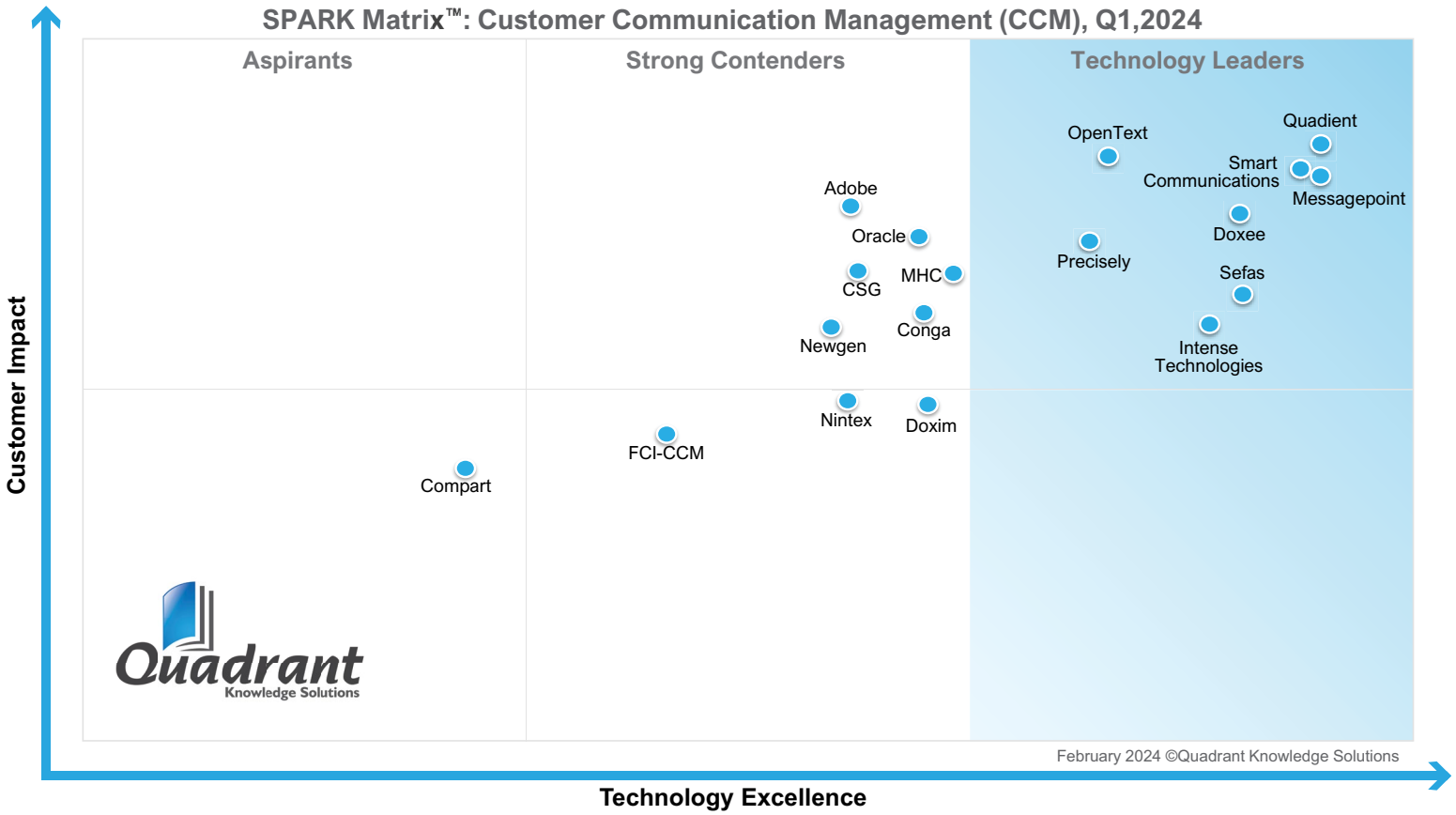
Figure: 2024 SPARK Matrix™
(Strategic Performance Assessment and Ranking)
Customer Communication Management, Q1, 2024



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Smart Communications

URL: http://www.smartcommunications.com/

Founded in 2016 and headquartered in London, UK, Smart Communications is a provider of cloud-enabled customer conversations. Smart Communications provides several products, including SmartCOMM™ for personalized communication, SmartDX™ for capital markets, and SmartIQ™ for low-code forms automation and digital process automation. The key functionalities and capabilities of SmartCOMM include omni-channel communication management, personalized communications, interactive communication, data management, and digital transformation.

Smart Communications specializes in delivering robust Customer Communications Management (CCM) solutions, providing organizations with a platform to streamline and elevate their communication processes. Offering dynamic content personalization, omni-channel delivery options, and real-time interactive communication capabilities. The platform facilitates seamless communication workflows, spanning content creation to distribution, ensuring a standardized and personalized customer experience with its adaptable and scalable features.

Analyst Perspective:

The following is the analysis of Smart Communications' capabilities in the global customer communication management (CCM) market:

- Smart Communications facilitates real-time data collection for personalized communications. The Data Capture feature streamlines the acquisition and augmentation of customer data, focusing on essential information while eliminating the need for ETL capabilities. The Draft Editor, an HTML/JavaScript/CSS module, offers a customizable interface to assemble communications. Customer-facing employees leverage this tool to create highly personalized, on-brand communications based on customer interactions. The Editions feature in SmartCOMM simplifies segmentation in the CCM industry, it combines application of brand, language, jurisdictions, effective dates, idiom, and channels, making it the most user-friendly solution for multi-line and multi-brand businesses serving diverse cultural markets.

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- The company has enhanced its platform with digital delivery and omnichannel orchestration capabilities, enabling carriers to construct personalized and compliant two-way conversation flows across diverse channels, such as email, SMS, and print. The system optionally supports the direct delivery and tracking of digital messages through SmartCOMM omnichannel processes' performance metrics, including time and interaction tracking. It also provides valuable insights to continuously improve document design, interactions, and overall process performance. The Conversation Cloud™ Marketplace extends connectivity with third-party systems, featuring solutions for social messaging, digital signatures, ECM, marketing clouds, and pre-built accelerators to core systems from Duck Creek, Guidewire, Pega and Salesforce, among others.

- Its cloud-native SmartCOMM CCM platform features a unique 4-layer model for comprehensive template management. This breaks down structural elements, promoting reuse and sharing, unlike industry norms, which require separate templates for each language, channel, brand, and jurisdiction. The platform accelerates deployments by bypassing legacy provisioning challenges, offering agility and rapid content updates. The microservices-based architecture supports pure or hybrid cloud deployments, with the hybrid approach offering document generation behind firewalls for enhanced data control.

- The Template Designer, accessible through standard web browsers, empowers business users to edit and maintain templates amid evolving landscapes, reducing IT dependence. The Conversation Cloud platform offers capabilities that enable organizations to design personalized and interactive communications that can be delivered across various channels and engage with customers. The platform also helps users turn one-way communications into two-way customer conversations to enhance customer experiences and build a positive brand image.

- The platform helps users gather real-time information and seamlessly integrate it into communications, enabling further personalization through approved, shared content and direct agent input. The Data Capture feature helps organizations capture or enhance existing customer data, ensuring that only essential information required for a given communication is requested, optimizing agents' time. The Draft Editor provides a word processing-like interface for assembling and customizing communications based on agent interactions and knowledge of the end customer. This results in highly personalized, on-brand communications tailored to the channel of choice.

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- Smart Communications serves a wide array of industries with a strong focus on financial services and insurance (FS&I). The platform caters to diverse needs, including customer acquisition, onboarding, account servicing for banks, and insurance processes. In the education sector, it aids complex processes such as thesis submissions. Other sectors, such as food and beverage, healthcare, logistics, professional services, the public sector, retail, and telecommunications, benefit from Smart Communications for various use cases, including HR training, healthcare-related ride-sharing, and forms automation. The platform offers a versatile solution, streamlining processes and enhancing efficiency across different industries.

- From a geographical perspective, Smart Communications has a commanding presence in Europe, and North America. The company has a considerable scope for expansion in APAC, the Middle East, and Africa. It has customers across various industry verticals, such as banking & financial services, insurance, healthcare & life sciences, the government & public sectors, and energy & utilities. It has considerable scope for growth in areas such as IT & telecommunications, education, manufacturing, media & entertainment, travel & hospitality, and retail & eCommerce.

- The company has a roadmap for transformative innovation focusing on extending data retention periods to optimize communication application performance. Through a strategic partnership with AWS, Smart Communications is integrating AI and other capabilities into the CCM value chain. This expansion facilitates features such as archive integration and enables the in-depth analysis of communication performance, customer relationships, and content effectiveness. These insights inform the refinement of personalized communication strategies. Simultaneously, the roadmap includes enhanced upstream process optimization from SmartIQ, creating end-to-end customer experiences that improve outcomes and reduce overall effort. This positions Smart Communications at the forefront of innovation in the CCM landscape.

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