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Multichannel Communications overview

There have never been more ways to connect with customers. Your challenge is integrating customer interactions.

We help you deliver a seamless, consistent and personalised customer experience through the integration of multiple channels of incoming and outgoing communications.

Right message. Right People. Right time.



Multichannel Communications - How it works

Design

It's crucial your message is heard, whether it's designing a paper based bill with legislative information clearly communicated, e-statements with call to actions or SMS reminders.

We have first-hand experience of producing communications for both private and public sector clients, with the ability to turn your raw or pre-composed data into individually targeted personalised communications.

Helping you to produce clear, engaging messages can reduce call centre queries, increase revenue generation and enhance the customer experience, all while remaining on brand.

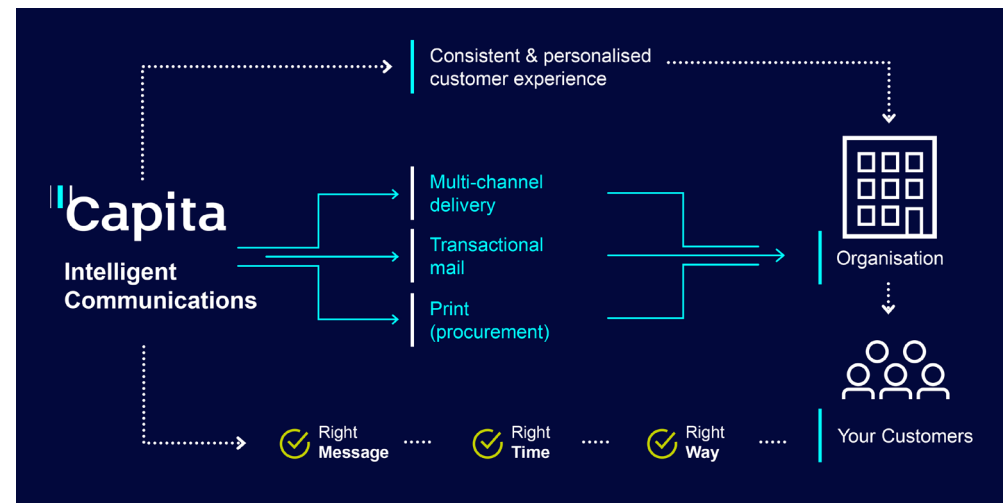
Document composition

Dynamic document composition allows you to produce complex, personalised documents using an automated workflow - speeding up production time, lowering production costs and improving customer relationships.

We integrate our capabilities with your systems, allowing a full view of customer communications. We help create a wide variety of transactional and business critical communications, scheduled for specific times of despatch and tailored to the specific communication channel required.

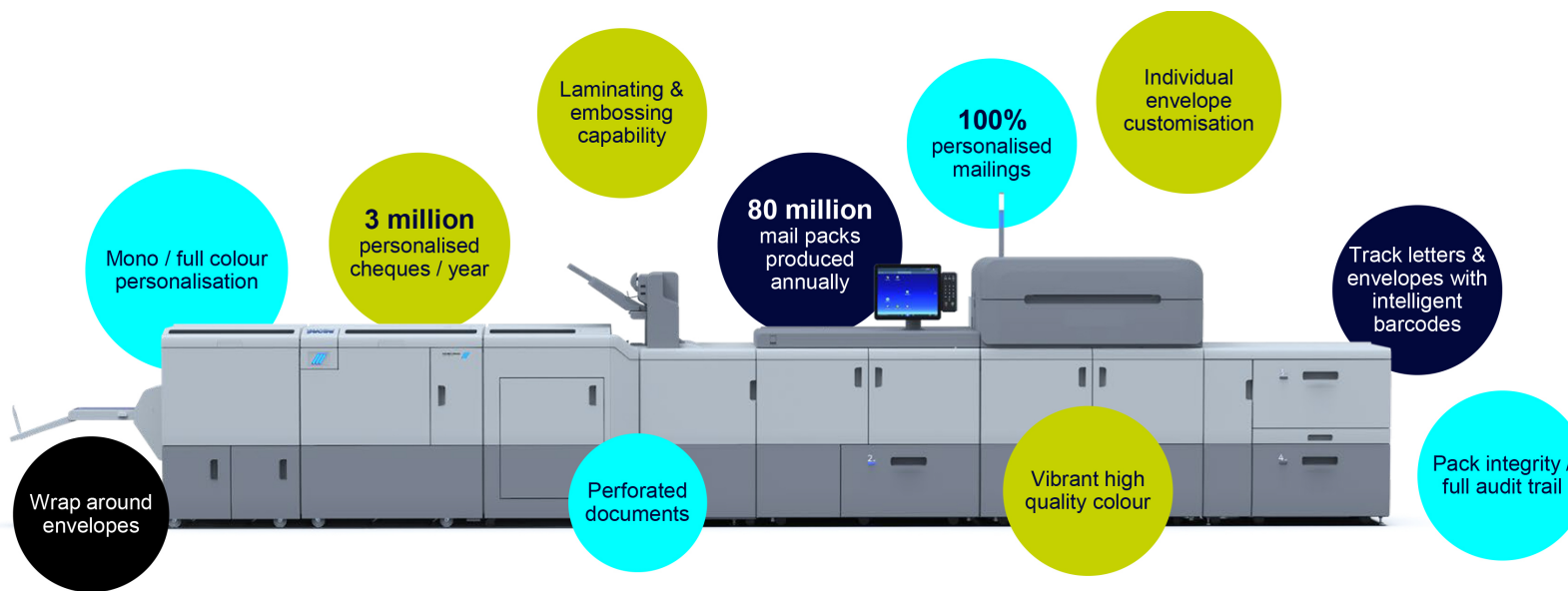
To reduce postage and production costs, we can match letters destined for the same recipient together, for example in Local Government matching a Council Tax Bill with the associated Benefits Letter.

We also offer a self-serve option that allows you to manage your content and document templates - gain control with online and automated previewing, proofing and approval processes.



Benefits

- Data protected**
 Data and information is swiftly received and processed securely according to regulatory, legal and quality requirements
- Auditability**
 Detailed MI provided, with real time tracking of production
- Channel of choice**
 Send a hard copy document, email, SMS or drive your customer to portal access
- Template management**
 Save time and resource for template change management - we can manage and update as required
- Cost savings**
 Postage, merged mailpieces, digital vs physical
- Reduce call centre queries**
 Clear and accessible communications sent to customers
- Increased revenue generation**
 We support design of communications with clear call to action and reminders



Fulfilment

Our solutions allow you the flexibility to tailor communications according to the individual preferences and needs of the customer. Our fulfilment service enables content to be delivered digitally via email, SMS or to a portal, as well as or instead of paper communication.

Our transactional mail service is produced using the latest digital printing and wrap enclose equipment. This enables the entire contents of the mail piece, including the envelope, to be personalised to the recipient. Working with you we can apply tailored content to that recipient or utilise 'nudge' messaging, promoting positive business and customer outcomes.

All correspondence created, whether as inputs or outputs are reconciled in real time, providing assurance communications have been created and despatched as intended. Extensive reporting options support this capability, valuable to clients operating in regulated markets.

Find out more at:
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