7

Ways Your CCM Solution

FAILS

How to Rethink Documents
& Customer Communications
in an On-Demand, Want-It-Now
Digital World

intelledoxx

Whether you call it Customer Communications Management (CCM) or even "document generation," chances are your legacy software solutions simply fail to deliver, especially when it comes to real-time, on-demand scenarios – where customers expect answers instantly, and companies must sign new business and support clients ever faster.

Stop the waiting: Here's how to support your digital transformation initiatives and deliver even complex customer communications in "I need it now" time.

Contents

intelledox

Introduction: Customer Communications Have Changed

Have you ever tried to interact with a business or even government agency and had to wait for a quote or confirmation – or even an update?

Personalized communications play a key role in many business processes, particularly around acquisition, onboarding and customer service for customers, employees and even business partners. Your company probably has dozens or even hundreds of document templates to handle different needs.

But digitally savvy customers, partners and citizens now expect you to communicate instantly via SMS, email, web, digital PDFs and sometimes even print – often across multiple channels at once. And they want a response tailored to their needs – so they can move on.

Maybe you're used to sending out communications in batch. You upload data files and crank out letters or emails by the thousands or even millions. **That's not going to cut it in the digital economy**. The faster you deliver a quote, policy or contract upon request, the more likely it is you will win new customers and grow your business. Make it easier to conduct business with you, and you'll earn loyalty for life.

This eBook shows you seven reasons why your current Customer Communications Management (CCM) solution fails to deliver the speed and simplicity you need to deliver in the digital age – and provides inspiration on how to rethink your business processes for greater efficiency.

No more waiting: Let's go.

intelledoxx

Go Digital – Or Disappear?

Born-digital brands that know nothing of bricks-and-mortar infrastructure or layers of distributors have perfected the art of connecting with consumers through digital channels. **If your boardroom isn't sweating over new digital competition, it may just be a matter of time.**

According to the Millennial Disruption Index from Viacom, 75 percent of respondents say they would prefer financial services from start-ups and tech companies like Apple or Google. [1]

Insurers face similar headwinds. "Our research demonstrates that companies that do not aggressively establish an enterprise-wide digital program will fall behind, leaving them vulnerable to traditional and non-traditional competitors," say the authors of a 2017 survey by the Life Office Management Association. [2]
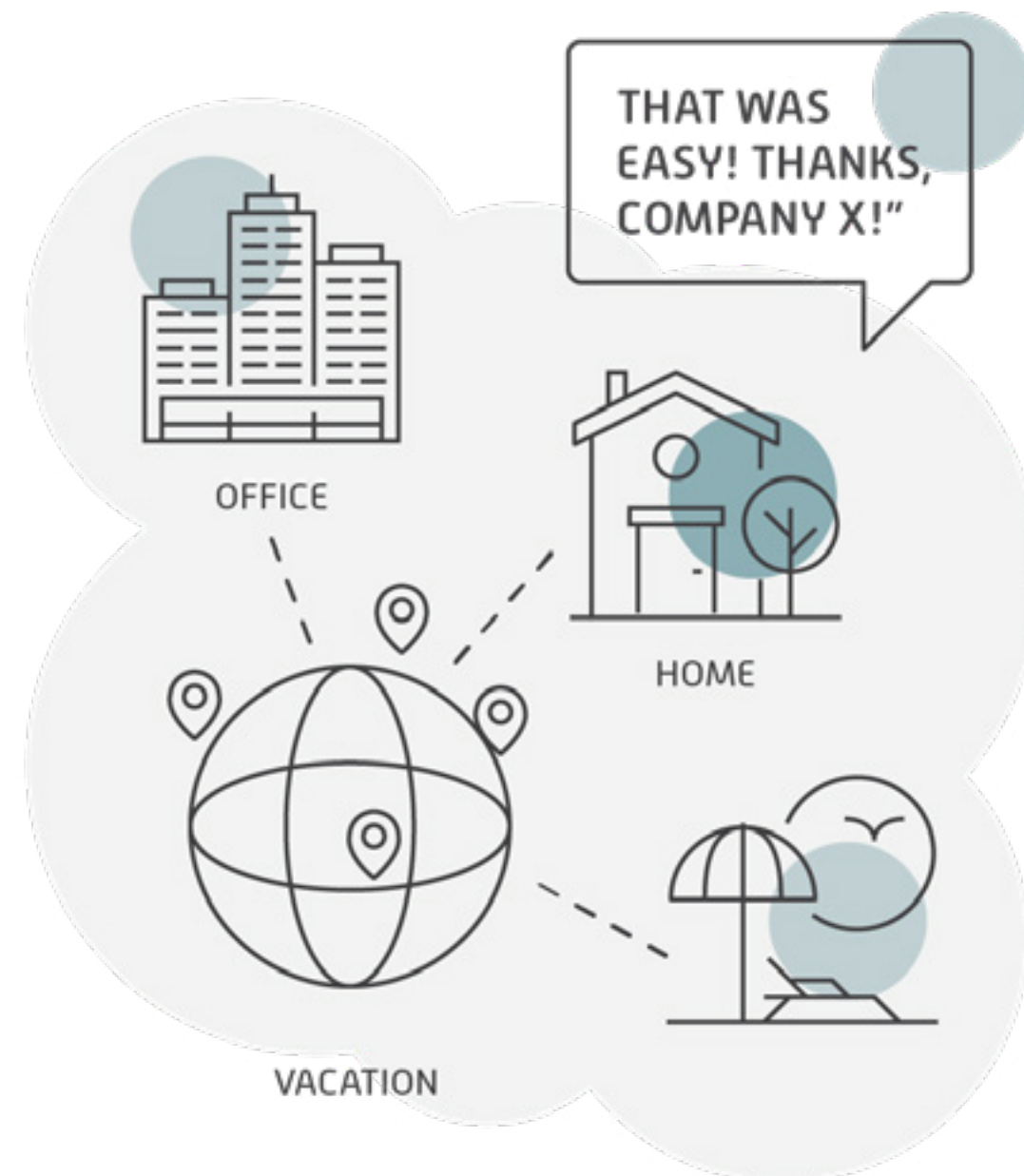
It's not all about remaining competitive. Digital transformation can also lead to greater efficiency and revenue potential. According to PWC in its 2017 Global Digital IQ Survey: "Organizations that focus on creating better customer experiences through technology tend to have more mature strategies for digital in a range of areas – and to **realize better outcomes**." [3]

Enabling customers to receive updates, correspondence, proposals and other communications on demand – via digital channels – quite simply must be part of any transformation effort.

Why On-Demand CCM Is Different

Unlike previous CCM solutions that focused on batch delivery, **on-demand communications management platforms provide immediate, automated responses triggered by a request**. Events such as web, phone or call center inquiries kick off the need for a personalized response, such as real-time correspondence or quotes. Most traditional CCM solutions are just not built to handle these on-demand scenarios.

Ask yourself:
- How fast can I produce a custom policy, quote or contract? How fast can I respond to a request?
- Are manual steps required – or do we have automated workflows?
- How easy is it for customers – or employees – to self-serve?
- Are communications on brand and consistent with our brand promise? Are they compliant?
- Where could we gain speed by integrating e-signatures?

Analysts Rethinking CCM and Workflow

Technology analysts have evolved in their thinking about CCM in the context of digital transformation and simplifying the customer experience.

IDC recently recognized CCM as part of its Content Workflow Transformation practice. "This allows us to put CCM in context with the rapidly changing ecosystem of process automation, analytics, and integration that we believe will be the future of maintaining ongoing communication with customers," says IDC Research Director Terry Frazier. [4]

Aragon Research is going beyond this to use the term WCA, or Workflow Content Automation, which it says combines the attributes of CCM and workflow to create a new category of digital technology. [5]

"Now in 2018, simply generating documents just isn't good enough," says Jim Lundy. **"Today, it is all about putting content in motion**, which is exactly what Workflow and Content Automation is all about."

intelledox

> "Customer communications management (CCM) tools and strategies are evolving from a focus on static, printed output and a unidirectional, broadcast model, to a more dynamic, interactive model in which communications are delivered on-demand via multiple channels."
>
> —Gartner, Three Steps to Enrich the Customer Experience with Contextualized Communications. [8]

Through WCA solutions, organizations can accelerate the flow of information to and from customers and systems, to speed up cycle times and increase accuracy.

These insights reflect the changing nature of customer communications in the digital age. So let's explore the reasons your current approach to CCM can fail in this environment – and how to rethink your investments.
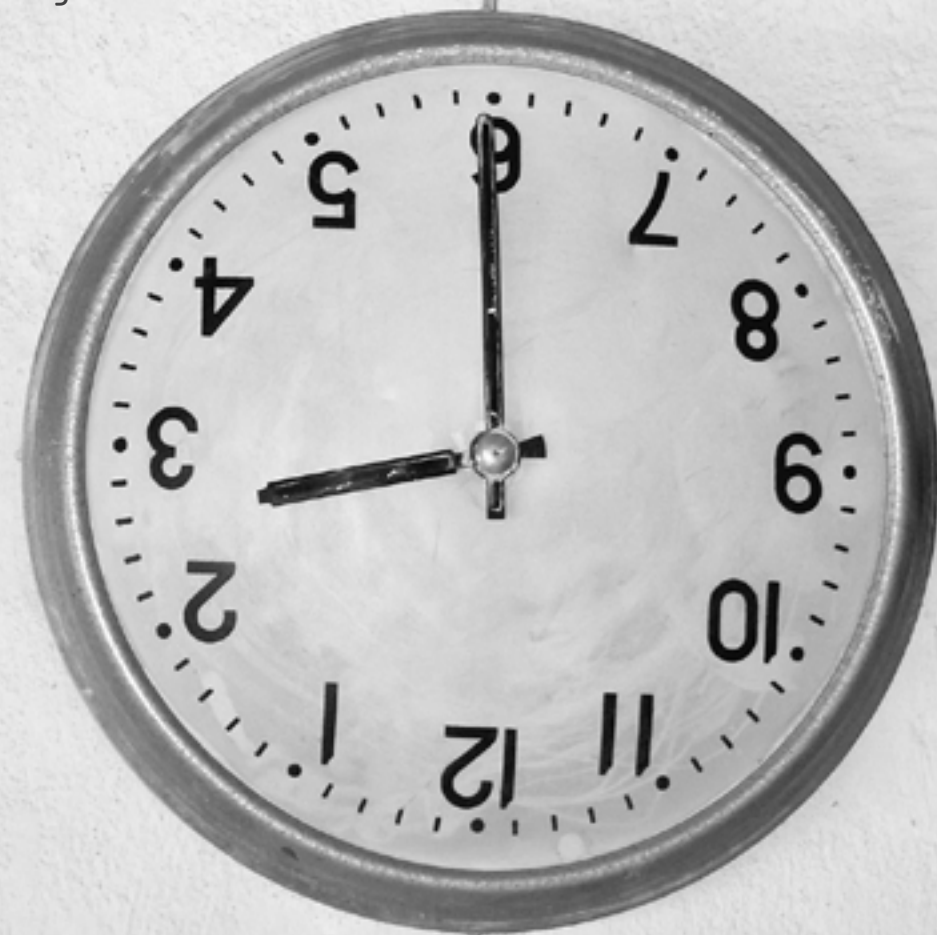
On-Demand Customer Communications Management Scenarios

These are just a few examples where companies see ROI from incorporating on-demand CCM.

Acquisition
- Application confirmations
- Custom quotes and proposals
- Contracts
- Negotiated loan agreements
- License registrations

Onboarding
- Policy or other enrollment documents
- New account opening
- Know Your Customer (KYC) verification
- Automated billing setup
- Welcome kits

Customer Service
- Claims/first notice of loss confirmations
- Self-service account updates
- "Skip a payment" or payoff requests
- Financial Statements of Advice (SOAs)
- Account reports
- Renewals
- Real-time correspondence

intelledox

FAIL #1

Your CCM Solution Can't Handle New Information

Most traditional CCM solutions have two critical shortcomings that make them poor choices for customer-specific agreements, contracts or quotes needed on demand:

- They assume you already have the data you need for personalization

- They limit changes to a document or message after it is generated – even if new data is captured

Imagine your customer wants to change some information on a negotiated quote, but you've made edits to the original text. You need to start all over. **This creates friction in the customer experience** – not to mention internal inefficiency.

How do you optimize the "round trip" of information coming into your business and going back out to the customer?

intelledoxx

Most companies make a mistake in trying to use the same tool for both document generation and forms processing, according to Tom Roberts of research firm Doculabs. [6] Using one tool for both may work for print channels, and when forms are flat and static (not exactly a personalized experience). But when you incorporate adaptive forms and new data, you need a different approach.

On-Demand CCM Means Seamless Customer Experiences

The answer is integrating next-generation forms into your on-demand CCM process. In an adaptive interview, you can present questions dynamically to the customer. Instead of filling out a blank form, customers or employees can confirm what you already know and then add only what you need to move the interaction forward.

The system then uses this data to create a digital "document" or message that can be submitted electronically to a third party, saved as a PDF or even printed for recordkeeping.

Imagine it as a human-to-human interaction. Your customers want to have a conversation with you and receive relevant communications needed to make a decision or sign. Why can't you give them the same personalized experience in a digital environment?
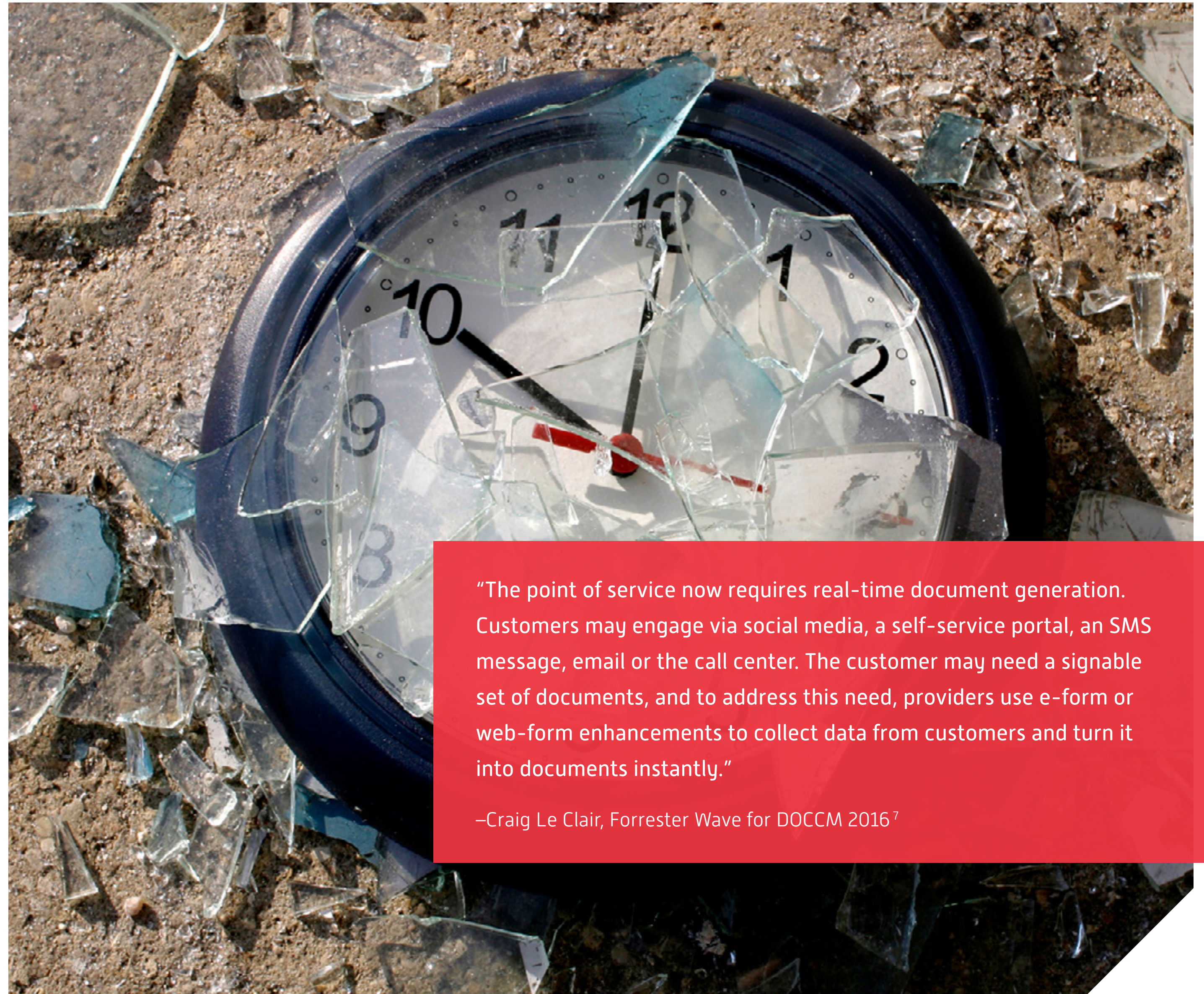
"The point of service now requires real-time document generation. Customers may engage via social media, a self-service portal, an SMS message, email or the call center. The customer may need a signable set of documents, and to address this need, providers use e-form or web-form enhancements to collect data from customers and turn it into documents instantly."

—Craig Le Clair, Forrester Wave for DOCCM 2016 [7]

intelledoxx

FAIL #2

Your CCM Solution Isn't Really Connected in Real Time

Significant engagement happens when you combine new responses with data you have in your core "systems of record" to deliver a one-to-one, highly relevant and meaningful conversation. Imagine your communications could incorporate information you just gathered AND confirm data you already have – without a long wait.

Flexible CCM platforms built for on-demand needs can connect next-generation forms or adaptive interviews with data in core systems, such as:

- **Customer relationship management (CRM)** solutions like Salesforce or Microsoft Dynamics

- **Enterprise content management (ECM)**, like Sharepoint, IBM or EMC Documentum

- **Business process management (BPM)** solutions like IBM or Pega

- **Finance, HRIS** or other admin systems like SAP

- **Line of business back office solutions**, like Duck Creek or Guidewire for insurance, or Symitar for credit unions, among others

intelledo

Instead of using a blank form, ask the customer "what do you want to do?" An on-demand CCM platform can combine new information with known data from core systems to create a communication presented live online or via mobile to the customer for validation.

Unlike traditional CCM solutions that need to wait for a data upload, solutions built for on-demand needs enable the customer to complete transactions faster, while providing a more enjoyable interactive dialogue.

Success Story: AMP

Financial advisors at AMP in Australia leverage the centralized nature of Intelledox Infiniti to pull in information from multiple CRM systems to produce their advice documents. They pull personal business graphics from their content management system to easily generate branded documents. In just the first few months, AMP reduced document completion time from one day to one hour.

intelledox

FAIL #3

You Can't Deliver Communications via Digital or Mobile

Today, digital really means mobile for many consumers. They simply expect information or services to be available anytime, anywhere, at their moment of need, on their personal devices.

They might want a PDF or Word document – or an HTML-formatted email or web message, an SMS text, or a reminder from Alexa. If your CCM solution was built with a print pedigree, it may not adapt to this omnichannel reality.

intelledoxx

Is Your CCM Solution Really **Mobile Friendly**?

Many organizations aren't really taking advantage of the mobile tools now available to personalize communications and reduce friction in the interaction. Imagine empowering customers to use their mobile devices as part of a business process or transaction to:

- Ingest data from a photo of their driver's license
- Scan a barcode
- Use current geolocation data in an auto accident
- Connect to maps or other third-party apps to verify data
- Synch other contact or payment information available via mobile apps

Forward-thinking organizations can take in all of this information to produce confirmations, notices or correspondence for both customers and third parties – such as auto repair shops or intermediaries – to accelerate the process.

"To support a digital business environment, they [IT and application leaders] should look to CCM providers that enable software to go beyond known customer information by incorporating **information from the web and mobile devices** into instantaneous, context-enriched communications."

–Gartner, Three Steps to Enrich the Customer Experience with Contextualized Communications. [8]

intelledoxx

FAIL #4

Your Customer Communications Stop for the Signature

If you still require customers to print and sign agreements to move forward, you're creating bottlenecks that put your transactions at risk.

Integrating e-signature solutions like DocuSign into your customer interactions can deliver ROI in terms of both time and cost savings, while delivering a seamless end-to-end experience. In fact, DocuSign found that electronic document flow with e-signatures reduced loan processing time in credit unions by 80 percent. This digital engagement helps close more new business and drives revenue growth.

A 2015 third-party study found DocuSign's enterprise customers realized an average of $36 in incremental value per transaction with e-signatures.[9] That included both hard dollars from paper, postage and storage savings, as well as efficiency gains.

If your CCM platform doesn't offer proven pre-built connectors to the e-signature solution you prefer, including DocuSign or others, you're just putting a stop sign in front of interactions.

Success Story: Blue Cross Health Insurer

The U.S.-based company wanted to move its provider contracts to digital and eliminate the cost of shipping papers back and forth overnight for review and signature. Today, Intelledox generates these documents and non-disclosure agreements using personalized data from the core contracting system, and then delivers them to the client via DocuSign. This seamless digital interaction has yielded significant time and cost savings.

intelledox

FAIL #5

Your CCM Solution Can't Support Complex Collaboration

Your CCM solution may work fine for high-volume, structured (batch) scenarios, but what happens when a document requires inputs from multiple people at different times?

Many business processes involve multiple people contributing information to generate a quote or contract. Some interactions require information from customers, plus their spouses, plus their financial advisors or insurance agents, and company employees. Meanwhile time drags on … and on.

For more complex content like this, you need to enable collaboration and information capture throughout the business process. Content may even exist in different parts of the business and need to be assembled into a single communication. Additional reviews and approval workflow might be needed. Traditional CCM solutions can't support these multiple layers – and manual work just slows things down.

intelledox

Next-generation CCM platforms are flexible enough to enable multiple parties in a single project or interaction to engage with different interviews tailored to their roles in the process. Instead of manually combining the responses into a single document or system, automated workflows can produce the communication or document, and trigger reviews as needed.

If you've hired dozens or even hundreds of operations staff to review contracts or manually assemble content fragments into a single template, you're falling behind. You won't compete for long if you cannot automate and digitize the creation of these complex documents.

Simplifying Complexity

Here are a few examples where we've seen companies achieve time and cost savings from on-demand CCM:

- A major U.S. tech company expects to cut its FTE costs in half and **recapture $15 million over three years** by using Intelledox to automate the production of custom sales contracts. The firm will also shrink the time needed to deliver a compliant document from days to minutes.

- A large accounting firm automated the creation of 300-page transfer pricing documents for tax reporting, using more than 1,200 points of data collected by global teams. What once took six analysts six weeks to produce **now only takes two analysts one week** with Intelledox.

- A U.S. specialty P&C insurer reduced the time needed to assemble a bespoke policy **from days to less than an hour** with Intelledox – while reducing errors.

intelledox

FAIL #6

Your Manual Processes Create Real Compliance Risks

In highly regulated industries like insurance and financial services, you need to pay even more attention to how a document is assembled. Are you using the most recent disclosure language? Is it the right information for that customer's state? Can you deliver digital communications securely behind your firewall? How fast can your team update templates based on regulatory changes?

If your team is manually copying and pasting from previously used versions of content, rekeying in new data or taking other manual steps, you could be introducing compliance risks. You should be able to pull documents and images automatically from your external content library to assemble a new communication.

Modern CCM solutions go beyond simple rules-based templates to provide version control, user-defined access, effective dating and audit controls. This is critical for regulations like Anti-Money Laundering (AML) in banking, where you need to prove the right information was sent.

intelledox

Success Story: Global Wealth Management Firm

This large U.S.-based financial institution sought a single "advice documentation tool" to help financial advisors create easy-to-read, data-rich guidance documents for high-net-worth clients. Using Intelledox Infiniti, the company reduced document completion time from a full day to just one hour, while maintaining advisor branding and delivering a highly personalized client experience. To meet compliance concerns, the platform also provided a way for clients to access these documents behind the company's security firewall.
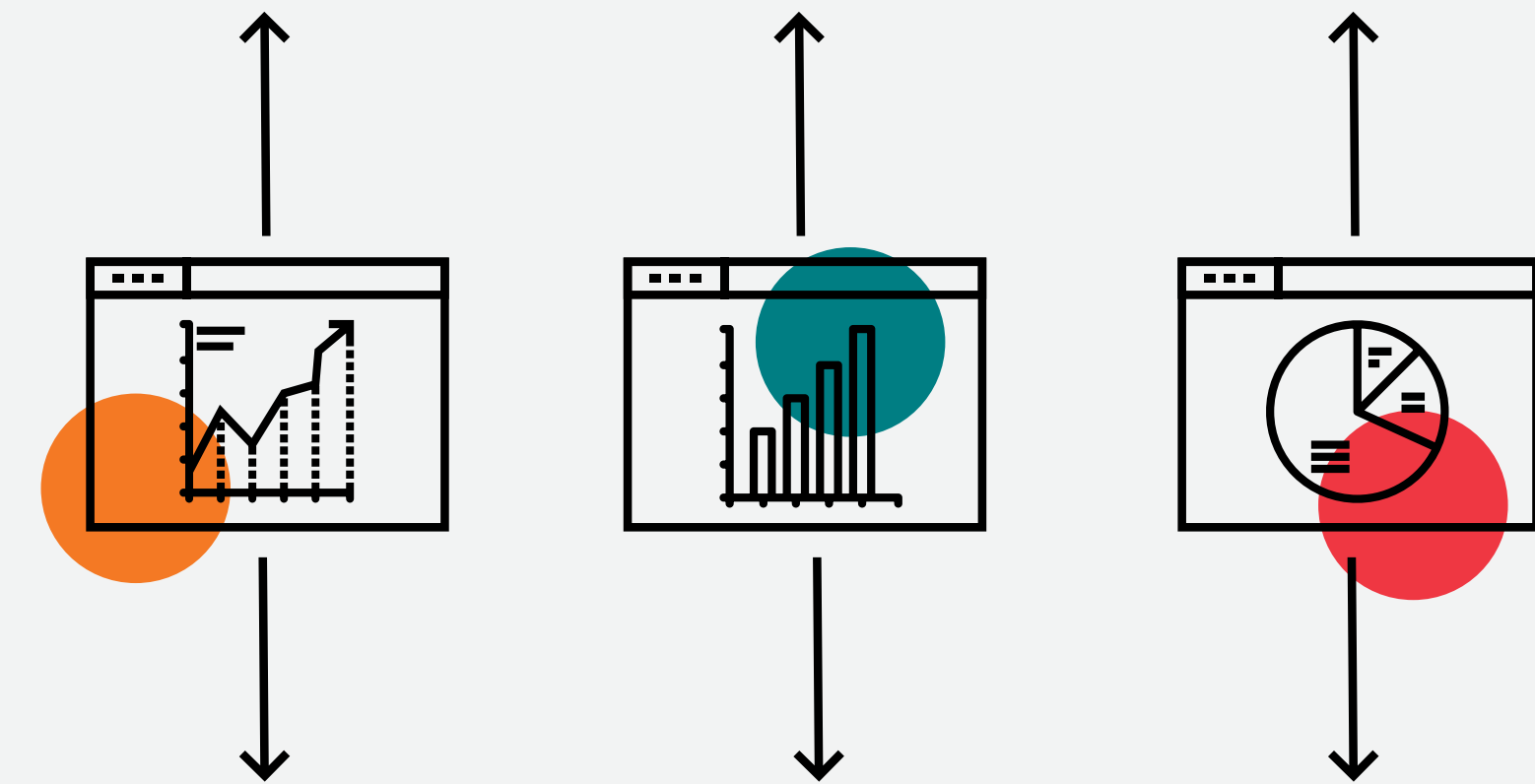
Leverage Analytics to Optimize Communications

You must have a robust information architecture in place to organize and classify modular components of your communications content. This will enable you to reuse and update them. Modern CCM solutions can also provide analytics that help you identify which content fragments are used most often – and which ones you should change.

Test your hypotheses easily and optimize so you can improve. If you're not analyzing usage of the content elements inside your templates, you could be missing a chance to improve performance.

intelledox

FAIL #7

Your CCM Solution Slows Down the Business

Speed is essential for bringing a new product or business process to market. How long does it take for your IT team to build communications or document templates and hook them up to data sources? If you're in IT, you know time and money are scarce.

But if you're on the business side, you know time IS money. Waiting is not an option when dealing with competitors and changing market conditions.

That's why modern CCM platforms must be a breeze for the business to use. Does your existing CCM solution require you to learn a whole new proprietary language, or can your business use the Microsoft Word or Excel tools they already know, along with drag-and-drop capabilities? Can you import Word documents or PDFs and quickly turn them into data-powered communication templates?

Moreover, can you take advantage of the advanced capabilities in Microsoft Word, such as dynamic footnotes, bulleted lists and automatic table of contents?

intelledox

Modern CCM platforms are also purpose-built to empower non-technical employees who lack coding or Java programming skills. Enable IT to configure user permissions and connectors to minimize risk, while liberating the business to get to market rapidly.

Look for Low Code to **Save IT Resources**

Customer and market demands require a more agile, flexible approach to building new processes, without the need for significant IT resources. You can't wait months or years to build a new web-based customer experience, and you don't need to. CCM platforms built to be "low code" can help you supercharge complex digital interactions without waiting years for development.

Success Story:
Insurance Benefit Documents

A U.S.-based health insurer uses Intelledox Infiniti to update and deliver custom benefit summary documentation for Medicare beneficiaries. The government provides a new base template in Word every year, but the company had to manually recreate the template in its legacy system using proprietary authoring language. With Intelledox, the Word document can be imported and the new template created in just minutes.
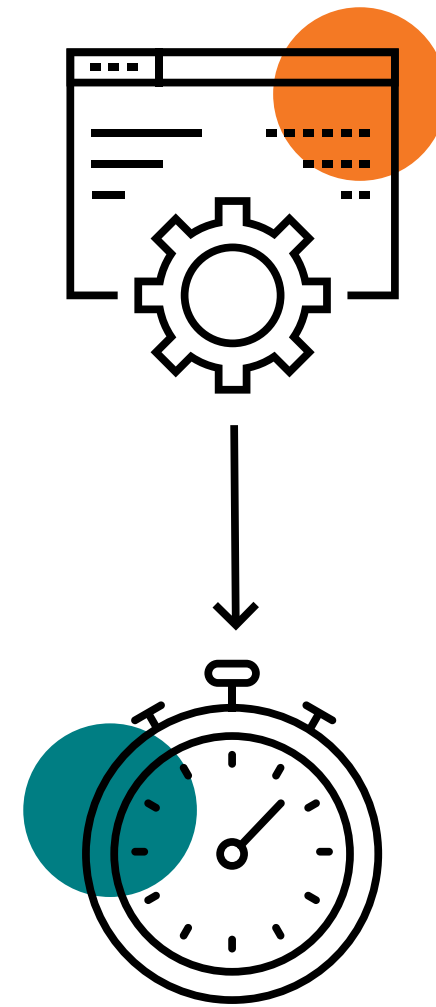
Conclusion:
Deliver Customer Communications in "Now Time"

It's time to think differently about the customer journey in the context of digital transformation. Almost any engagement is a moment of truth – and an opportunity to make it memorable, not miserable. Improve the experience by redesigning how customers and business users receive and provide information throughout the lifecycle.

This eBook has illustrated how on-demand CCM solutions need to incorporate next-generation forms and automated workflows to transform every interaction into a two-way dialogue.

From start to finish, each moment in the customer journey can be pleasant, painless and very personal.
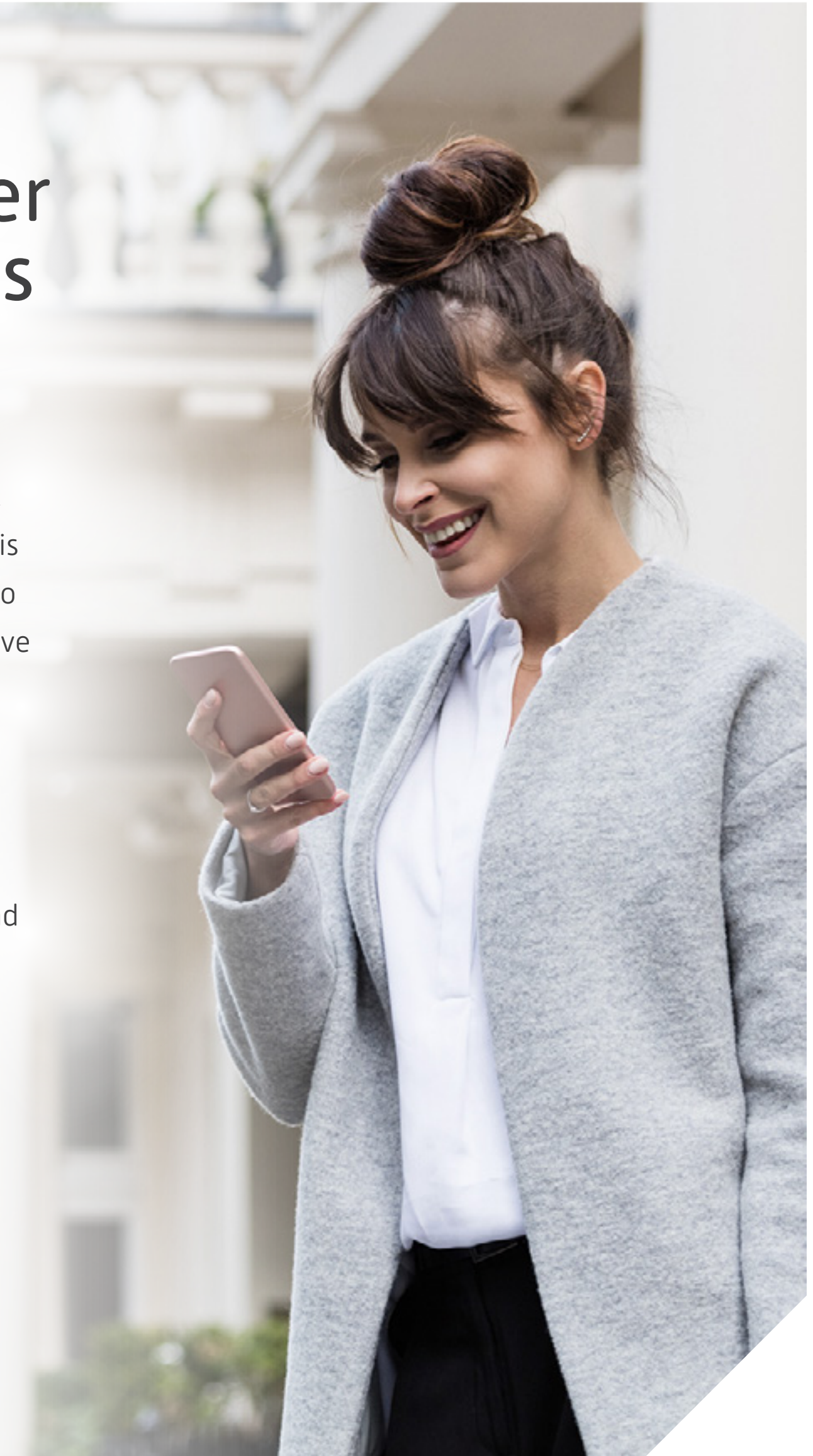
intelledox

About Intelledox

The Intelledox Infiniti platform is used by the world's leading companies and government agencies to transform outdated forms and processes into personalized, highly relevant customer-centric experiences.

Whether you need to generate a quick confirmation or a document package for digital or live signature, Intelledox Infiniti Customer Communication Management enables you to use data collected via interviews, along with customer information, to deliver documents or messages instantly – anywhere along the customer's journey.

Is Intelledox Right For You?

Intelledox Infiniti is ideal when your organization wants to:

- ☐ Generate documents or communications based on form inputs or other triggers
- ☐ Deliver communications via mobile and other digital channels
- ☐ Pull in core system data in real time to tailor communications
- ☐ Enable multiple people to contribute information into a single process
- ☐ Seamlessly pull and push documents or images to and from your archiving system
- ☐ Connect e-signature capabilities to speed up interactions
- ☐ Incorporate automated workflows to complete complex agreements – and/or connect with advanced BPM tools
- ☐ Create new communication templates faster by empowering business users

Take the next step

Learn more about Intelledox Infiniti On-Demand Customer Communications Management:
https://www.intelledox.com/on-demand-customer-communication-management/
and contact us to see Intelledox Infiniti in action.

Contact Us

marketing@intelledox.com

North America
206 S. Kentucky Street
Suite 101
McKinney, TX 75069 | USA
Phone: +1 (888) 576 6428 Ext 700

Australia
8 Wiluna Street
Fyshwick, ACT, 2609
Canberra, Australia
Phone: +61 (0)2 6280 6244

References

[1] Truong, Alice. "Sorry Banks, Millennials Hate You." Fast Company, March 6, 2014.
https://www.fastcompany.com/3027197/sorry-banks-millennials-hate-you

[2] Gartner and LOMA Joint North American Life Insurer Survey Finds Nearly Half of Respondents Are Operating Without a Digital Strategy. August 17, 2017. https://www.gartner.com/newsroom/id/3785663

[3] PWC 2017 Digital IQ Survey, https://www.pwc.com/us/en/advisory-services/digital-iq.html

[4] Frazier, Terry, IDC. "Technology Is Changing What CCM Looks Like." Document Strategy Magazine, July 2017.
http://documentmedia.com/article-2685-Technology-Is-Changing-What-CCM-Looks-Like.html

[5] Lundy, Jim. "The Rise of WCA and Why CCM Is Dead." Aragon Research blog, March 9, 2018.
https://aragonresearch.com/the-rise-of-wca-and-why-ccm-is-dead/

[6] Roberts, Tom. "Should You Use the Same System for Document Publication and Forms Processing?" Doculabs blog, October 16, 2017. https://www.doculabs.com/use-system-document-publication-forms-processing/

[7] Le Clair, Craig. The Forrester Wave™: Customer Communications Management, Q2 2016. Forrester Research, June 15, 2016.

[8] Shegda, Karen et al. Three Steps to Enrich the Customer Experience With Contextualized Communications. Gartner, August 2016, Refreshed December 2017.

[9] DocuSign IPO Filing, U.S. Securities and Exchange Commission. Retrieved on April 9, 2018 from
https://www.sec.gov/Archives/edgar/data/1261333/000119312518099555/d506878ds1.htm

intelledox