



CommONE™



Connect

Managing the eDelivery transition.

In a world of diverse preferences, insurers are realizing that it is the consumer who should dictate the medium and message that is right for them. CommONE™: Connect is a preference-based communications distribution system that enables insurers to adapt competitive multichannel strategies while reducing cost.

Key Features:



Preference Management

Deploy a real-time preference management database tied to web panels that allow members to readily specify their communication preferences.



Deliverability Management

Ensure deliverability of compliance materials with status notifications and conversion to print-on-demand in the event of failed eDelivery.



Website Opt-In Pages

Encourage eDelivery adoption through website integrated sign-up pages that explain the benefits of going paperless and guide users through the sign-up process.



Email Reporting

Access real-time reporting on all email analytics, including unique open and click-thru rates for future forecasting and communication effectiveness measurement.



Multichannel Distribution

Connect our dynamic composition engine, CommONE: Compose, to your member portal to deploy personalized communications to members' channel of choice.



Secure Landing Pages/Portals

Support full-function cross-media communications and closed loop marketing through deployment of secure, personalized landing pages or group portals.

eDelivery Expertise Applied

CommONE: Connect brings insurers to the forefront of cross-media engagement with leading edge eDelivery practices and features that include:

Best Practices

- Subject line and pre-header optimization
- Message and image testing to identify top campaign performers
- Contact, list and segment management to maintain strong deliverability
- A/B split testing
- Links and spam filters analysis
- Clear opt-in process with double confirmation and email white listing instruction
- Strict adherence with CAN-SPAM Act

System Features & Options

- Personalized content integration using attributes, conditional content and behavioral segmentation
- Live content that updates in real-time to recipient's location, device, time of open and behaviour
- Triggered messaging automation based on real-time website activity
- Transactional message automation
- Responsive design programming, with content updating based on viewing device type
- SMS marketing solutions

Key Benefits

CommONE: Connect provides a state-of-the-art electronic adoption strategy supported by a sophisticated email output system and dedicated client services team that together, empower insurers to:

- Automate the gathering and use of real-time consumer preference data
- Optimize communications relevance, reach and deliverability
- Turn behavioral data into actionable insights
- Leverage strategic opt-in programs that maximize eDelivery adoption
- Coordinate and unify presence to members
- Implement advanced personalized engagement strategies
- Extend marketing engagement dollars
- Reduce the cost and complexity of mandated mailings
- Deliver member-centric communications that build trust and confidence
- Easily adapt to changing consumer preferences



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