



CommONE™



# CommONE

**Customer Communications Management Suite.**

## CommONE™ CCM Suite

CommONE: Analyze

CommONE: Catalog

CommONE: Compose

CommONE: Connect

CommONE: Library

CommONE: Logistics

CommONE: Services

## Create. Comply. Control.

Cierant Corporation, a leader in the development of innovative customer communication management and delivery solutions, offers health insurers a modular approach to pre- and post-enrollment customer communications management that helps businesses establish and implement new processes for improved consumer engagement, operational efficiency and cost reduction.

Our modular approach is enabled by the CommONE™ Customer Communications Management (CCM) Suite, a comprehensive software and services platform comprised of seven solution modules. Each module within the suite is designed to enhance a unique phase of the customer communications lifecycle and carries the capability to be deployed independently or as part of an integrated system.

Employ one or employ them all, CommONE CCM is a non-monolithic system that offers a diverse array of solutions with unparalleled flexibility.

# Your Data. Your Rules. Our Modular Approach.

We enable clients to flexibly configure our suite of services and technology platforms in order to create a tailored communications program designed around their specific program requirements.

The seven modules of CommONE™ CCM Suite include:



## **CommONE: Analyze**

A real-time reporting dashboard that provides total visibility into the complete lifecycle of each job in motion while ensuring clarity and control over print, inventory and distribution compliance.



## **CommONE: Library**

A digital asset management system that eliminates the burden of managing version control through automatic archiving and categorization of all documents and creative resources.



## **CommONE: Catalog**

A fully brandable online storefront to support on-demand customization and ordering of plan-specific marketing and member communications by sales, broker and procurement teams.



## **CommONE: Logistics**

A distribution management service that provides timely, transparent and low-cost delivery of print deliverables by applying Cierant's unique weight reduction techniques, established relations with premium carriers and in-house data list processing services unit.



## **CommONE: Compose**

A dynamic composition engine that aggregates variable customer data and creates segment logic rules in order to seamlessly create fully personalized one-to-one marketing and content-rich member materials for print and cross-media distribution.



## **CommONE: Services**

A variety of consultative services businesses can employ for evaluation of existing workflow processes, identification of areas for improvement and design, delivery and operational management of custom solutions.



## **CommONE: Connect**

A preference-driven communications program that supports a smooth transition to electronic distribution of member materials and more measurable cross-media marketing engagement.



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