



DocCentrics

Making money talk

Working regularly with clients from the financial sector, we understand the particular challenges you face. The DocCentrics solution will help you speak directly to your customers giving them personal attention and meaningful information, whilst you benefit from reduced cost, increased revenue and improved customer loyalty.

Our solution can help you:



- **Produce clear, high quality customer communications** – designed to improve retention and increase positive responses to new offers or financial products.
- **Consolidate your mailings and reduce cost** – the DocCentrics solution offers powerful automated data processing, ensuring postage costs are minimised.
- **Improve customer satisfaction and loyalty** – sending clear, relevant information, will substantially reduce queries, ease pressure on your call centre and create a more positive customer experience.
- **Reach your audience faster** – from idea to delivery, the DocCentrics solution will get your messages to market faster than traditional methods to keep you ahead of the competition.
- **Create new marketing opportunities and increase revenue** – DocCentrics' data management functions will pinpoint the most receptive and potentially profitable customers, so you can target your financial products effectively.

Spread your news, fast

The DocCentrics solution can respond rapidly to changing markets and legislation. New products, time-sensitive investment promotions and the latest financial services news can all be communicated quickly and powerfully.

Build customer relationships

Use the DocCentrics solution to target offers and promotions more accurately, informing your customers of products and services they are highly likely to want. Combining this approach with the ability to deliver the information via print, sms, web, email or fax, according to your customers' preferences, will help build stronger more sustainable relationships.

Talk to us to see how the DocCentrics solution can be tailored to resolve your challenges and promote your financial products.