

# Making your Customer Communications easy

DocCentrics delivers a unique range of internet based services to help organisations communicate with their customers and prospects.

Pioneering a blend of the highly successful models of Software as a Service (SaaS) and Business Process Outsourcing (BPO), the DocCentrics model goes much further.

Our hosted service platform provides organisations with a communications interface through which they can manage the creation, maintenance and delivery of their customer and marketing communications.

By exposing leading edge capabilities to your business users, in a manner suited to their skill-sets and business processes, the DocCentrics solution is easy to adopt, easy to use and delivers measurable benefits across your communications activities.

These capabilities combine to provide you with the potential to:

- improve customer satisfaction and acquisition rates
- cross-sell and up-sell
- build customer loyalty.



# We achieve this through:

1. Flexible connection to your customer data – multiple formats and multiple sources such as billing, marketing and customer care systems.
2. Sophisticated data validation, quality enhancement, enrichment and sortation.
3. An easy to use, web-based interface that enables you to collaborate in the creation of targeted, highly personalised communications.
4. The ability to import, edit and manage existing designs, templates or content in formats such as PDF, InDesign, Quark and a wide range of image formats.
5. On-line version control and configurable approval processes.
6. Document processing according to your schedule and automatic delivery to a printer of your choice, an e-procurement platform or other communication channels, such as SMS, web, email or fax.
7. Integration with an archive system for customer services' retrieval or re-sending at a later date.
8. Workflow to provide an audit trail and keep you in control of the whole process.
9. Provision of comprehensive management information including analysis of effectiveness – to ensure you can take advantage of what works, in future communications.

## Communication interface

