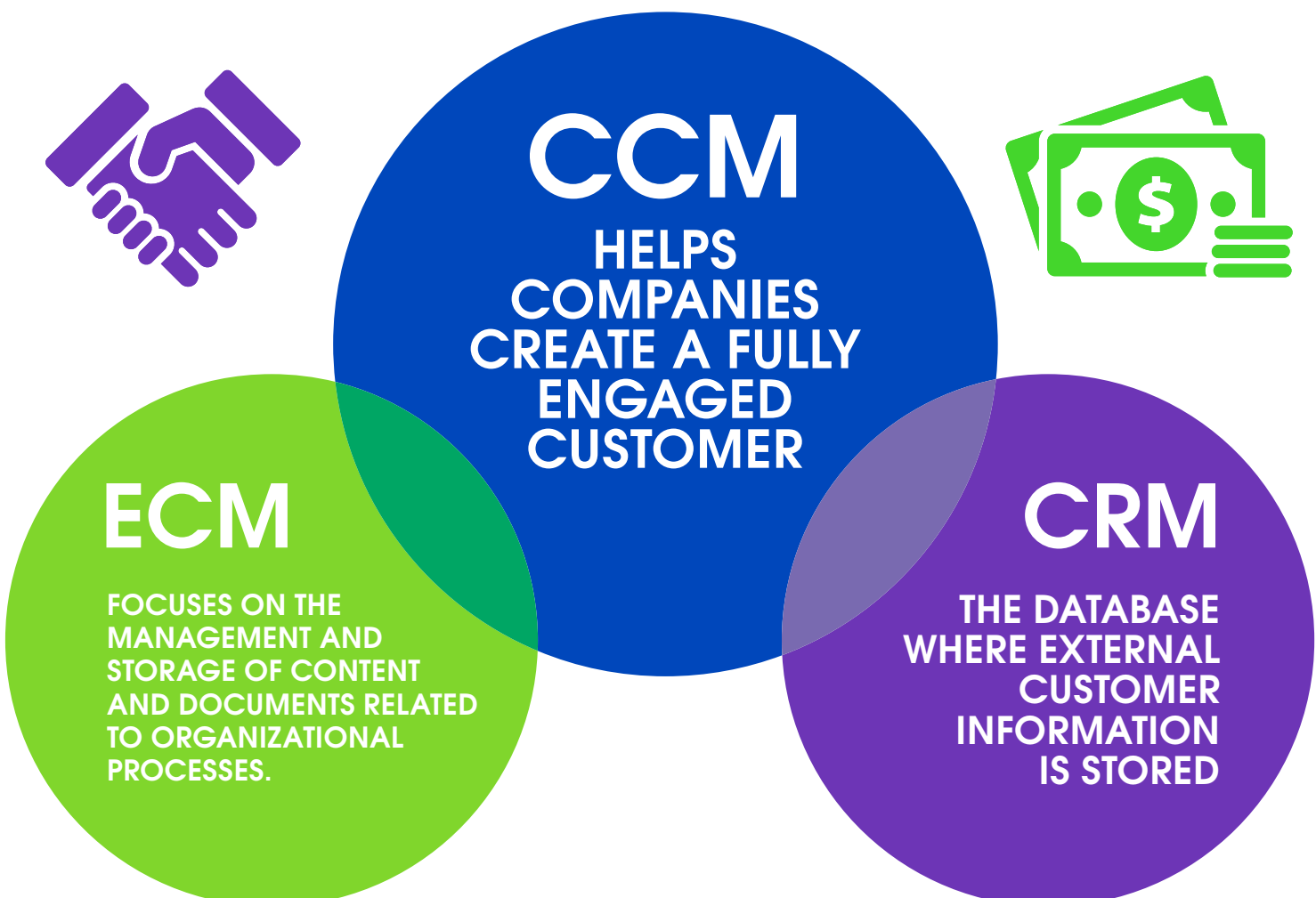


# WHY CCM HOLDS THE CUSTOMER EXPERIENCE TOGETHER



“Customer Communication Management (CCM) seamlessly lets you create, manage and deliver highly personalized, data-driven communications to meet customers needs, whenever and wherever they are; mobile, web, SMS, email and print. CCM is the key to a stronger bottom line.”



## 4 REASONS WHY YOUR BUSINESS WILL BENEFIT FROM A CCM PLATFORM

-  NEW PRODUCTS TO MARKET FASTER
-  IMPROVED CUSTOMER RELATIONS
-  DRIVE LOYALTY AND BUSINESS GROWTH
-  MAINTAIN BRAND CONSISTENCY

## THE LINK BETWEEN CCM AND CX

A good CCM can provide highly personalized and engaging communications in a seamless experience across the customers' channels of choice building more loyalty and increased retention.

**71%** of business and technology decision-makers reported that improving CX is a high priority for spending in the next year.

SOURCE: Forrester Research

## WHO'S USING CCM?

-  **INSURANCE**  
CLAIMS  
POLICIES  
INVOICES
-  **MANUFACTURING**  
QUOTES  
CONTRACTS  
PROPOSALS
-  **BANKING**  
REPORTS  
STATEMENTS  
LOANS
-  **GOVERNMENT**  
CASE MANAGEMENT  
PERMITS  
GRANTS

## OMNICHANNEL CUSTOMER ENGAGEMENT IS CRUCIAL

HERE'S WHY:

↑		↓
COMPANIES WITH STRONG OMNICHANNEL SYSTEMS:		COMPANIES WITH WEAK OMNICHANNEL SYSTEMS:
<b>89%</b> CUSTOMER RETENTION		<b>33%</b> CUSTOMER RETENTION
<b>9.5%</b> YEAR-OVER-YEAR REVENUE INCREASE	VS.	<b>3.4%</b> YEAR-OVER-YEAR REVENUE INCREASE
<b>7.5%</b> YEAR-OVER-YEAR DECREASE IN COST PER CONTRACT		<b>0.2%</b> YEAR-OVER-YEAR DECREASE IN COST PER CONTRACT

SOURCE: Aberdeen Group

## 30% CUSTOMERS SPEND MORE


with brands they feel fully engaged with

**RETAIL BANKING:** Customers who receive 'exceptional customer service' are 29% more likely to be fully engaged, bringing 37% more revenue yearly to their bank.

**HOTELS:** fully engaged guests spend 46% more annually.

SOURCE: Gallup Study

## It's all about the ROI:

**23%** 

### IMPROVEMENT IN PROFITABILITY

Fully engaged customers across industries represent an increase in profitability, wallet share, and relationship growth over customers that are partially engaged—and CCM is the key to a fully engaged customer.

SOURCE: State of the American Consumer Report