

EngageOne™ RapidCX

AI-powered customer communications – with enterprise governance

Poor customer communications drove 1 in 5 consumers to switch providers last year.¹ For most enterprises, the root cause is the same: communications managed across disconnected systems — making consistent, compliant, and timely delivery nearly impossible.

EngageOne™ RapidCX is an enterprise CCM platform that helps you manage the full customer communication lifecycle—from design and personalization to delivery, tracking, and governance—across print and digital channels. Embedded AI accelerates content creation and personalization while streamlining workflows without sacrificing control. Built for regulated industries, EngageOne™ RapidCX gives you end-to-end visibility into every communication so you can update faster, maintain compliance, and deliver consistent customer experiences at scale.

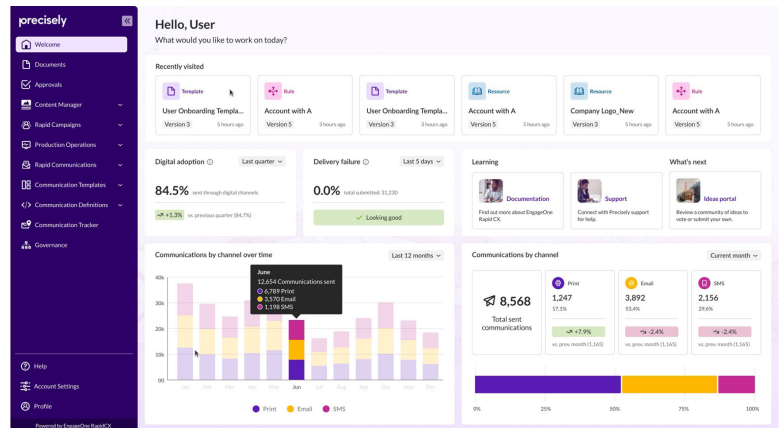
Why Organizations Choose RapidCX

Regulated organizations today face pressure to improve customer experiences and use AI to modernize communications, but without a unified, governed foundation, AI cannot deliver meaningful results.

Teams often struggle to answer:

- What communication was sent to which customer?
- Are we delivering compliant, consistent messaging content across channels?
- Why did a delivery fail, and how fast can we fix it?
- How long will a change take to implement securely?

EngageOne™ RapidCX brings the **entire communication lifecycle into one governed platform** — giving embedded AI the foundation it needs to deliver meaningful, measurable results.



The RapidCX Metrics-Driven Homepage provides immediate visibility into communications performance across all channels and quick access to recent work, all in one place.

Under 90 minutes

Regulated enterprises using RapidCX have compressed **communication update cycles from weeks or months to under 90 minutes**, even for compliance-driven changes.

34M+ annual communications

A leading financial services company gained full visibility across **34M+ annual communications**, enabling detailed tracking, reconciliation, and cost reporting while improving audit readiness and investigation speed.

What RapidCX Delivers

Unified Communication Lifecycle Management

RapidCX unifies design, personalization, approvals, delivery orchestration, tracking, and archival into one governed lifecycle.

Organizations gain:

- A complete, searchable communication inventory
- Delivery telemetry across print and digital
- Audit-ready “as delivered” records
- Faster root-cause investigation
- Centralized oversight across teams and channels

AI for Smarter Customer Communications

Six in ten businesses have already implemented AI into their communications. The same share expect AI agents to take a leading role in the years ahead.³ RapidCX ensures you lead that shift with the governance regulated industries require.

RapidCX includes governed AI agents embedded directly within communication workflows. These agents apply RapidCX's AI capabilities in practical ways —helping teams reduce risk, improve clarity, and accelerate updates while maintaining full transparency and oversight.



Sentiment Analysis Agent

Automatically analyzes tone and emotional signals within communications, flagging language that may appear negative, confusing, or inconsistent with brand standards. This helps teams resolve tone issues before communications are sent, protecting brand reputation and supporting regulatory compliance.



Contextual Rewrite Agent

Modernizes and rewrites legacy communication content to align with current brand guidelines, regulatory expectations, and customer-friendly language. Teams can update existing templates faster while reducing legal risk and manual editing effort.



Readability Agent

Evaluates templates for clarity, complexity, and accessibility, providing readability scores and suggested improvements. This helps ensure communications meet plain-language expectations and regulatory standards while improving customer understanding.



Intelligent Search

Quickly locates brand-approved, compliant templates, assets, and communication components across the communication lifecycle. This reduces time spent searching for content and helps ensure teams consistently use approved materials.



Next Best Action Agent

Analyzes customer preferences to recommend or trigger the most relevant next action across the appropriate communication channel. These recommendations help organizations deliver more timely and personalized engagement while improving communication effectiveness.

AI Built for Regulated Communications

75% of businesses believe AI will fundamentally transform customer communications³ — RapidCX ensures that transformation doesn't come at the cost of compliance.

RapidCX embeds AI directly into communication workflows to improve clarity, reduce risk, and support faster decision making—while maintaining full oversight and auditability. Designed for regulated environments, these AI capabilities are explainable, auditable, and user-controlled.

Capabilities include:

- Readability and clarity scoring
- Sentiment and tone guidance
- Compliance risk detection
- Suggested next-best actions
- Delivery optimization insights

Faster, Governed Communication Updates

85% of compliance teams report that regulatory complexity has increased significantly over the last three years.² RapidCX is built for that reality — dramatically shortening update cycles by centralizing templates, data, and approvals.

Organizations can:

- Implement changes in as little as 90 minutes
- Automate compliance and quality checks
- Apply changes consistently across print, email, SMS, and digital
- Reduce dependency on specialists

How it works:

- Shared data and content models
- Centralized, governed templates
- Automated workflow approvals
- Built-in validation and testing

See how RapidCX brings your full communication lifecycle under one governed platform.

[Request a demo](#)

¹Aspire Consumer Research, 2024

²PwC Global Compliance Study, 2025

³Aspire The State of Customer Communications and Experience Management, 2025