



# EngageOne™ RapidCX

Delivering data-driven, omnichannel customer experiences managed across the customer lifecycle

Customers expect personalized, relevant engagement delivered via their preferred communications channels and devices. According to Precisely research, 87 percent of consumers demand omnichannel communications. Additionally, 73 percent question doing business with companies that don't offer this type of seamless experience.

Many businesses struggle to meet these communications expectations. It's hard for companies to harness disparate and constantly changing data sources; manage evolving threats to customer privacy; and accommodate the rise of digital channels. At the same time, businesses must quickly respond to legal and regulatory changes driven by financial and data protection authorities, insurance regulators, public utility commissions, and similar bodies operating across the globe.

EngageOne™ RapidCX is a flexible, robust, and comprehensive platform that enables financial institutions to satisfy their customer communication needs in a hyper-personalized, rapid and compliant manner. Key clients have saved over \$8M annually with no-code change management and real-time digital delivery which is pre-integrated to many FIS core banking and ancillary systems. RapidCX enables efficient and timely communication to your customers across the right data, right content, channels at the right time thereby reducing average customer communication costs by more than 30%. This platform has served several large financial institutions and their customer communication needs including the largest direct bank in the US.

With EngageOne™ RapidCX, your company can:

- Improve CX with communications aligned to customer needs
- Boost operational efficiency with streamlined customer communications management (CCM)
- Enable better governance and compliance
- Benefit from Precisely expertise

Organizations using EngageOne™ RapidCX reduce the time taken to update customer communications from 90 days to less than a day and ensure better regulatory and brand compliance. They also reduce their annual Customer Communication Management operating costs by up to 30%.



## Improve CX with communications aligned to customer needs

### Personalize communications

EngageOne™ RapidCX integrates with both modern and legacy systems, aggregating data for a more complete customer view. This view helps your company target the right person with the right message at the right time. Plug-and-play modules make creating, distributing, and personalizing customer communications simple and straightforward.

### Simplify omnichannel customer engagement

Easily reach customers via their channel of choice and preferred device. EngageOne™ RapidCX manages all aspects of communication design and delivery. This includes everything from state-of-the-art, real-time communications design to high-speed batch statement and invoice composition; address quality assurance; and pre-delivery review. Delivery of approved output is automatically tracked, reported, and archived – empowering your company to prove compliance. Redelivery attempts and special handling are provided as needed.

### Communicate in real time

Your customers expect real-time alerts and other communications based on their needs of the moment. EngageOne™ RapidCX customer communications management software enables real-time alerts through human, workflow automation and API triggers.

### Improve customer insight

EngageOne™ RapidCX provides views into every customer interaction across channels. This gives your company valuable insight into customers' communication preferences and behavior. Use opt in/opt out SMS management, trackable and dynamic links, email-open tracking, and more as part of a communications strategy tailored to the preferences of each customer. You can also leverage data intelligence to deepen your relationships with your audience. EngageOne™ RapidCX presents detailed, actionable metrics of sales and buying trends.

### Enable 24x7 account access

Give customers 24x7 account access while decreasing transaction costs and relieving pressure on your customer service staff. Customers can use the EngageOne™ RapidCX direct-to-consumer portal to pay their bills, read communications, review transactions, and receive alerts.

## The benefits of EngageOne™ RapidCX

### Better CX

Improve net promoter scores and customer effort scores with timely, personalized communications delivered via your customer's channel of choice.

### More efficient operations

Empower employees to work more efficiently and independently by streamlining the creation and versioning of compliant content.

### Improved governance and compliance

Implement and approve 75 percent of change management tasks without costly IT assistance. Account for, track and archive 100 percent of communications. Maintain complete status visibility.

### Tailored support from Precisely

From strategy workshops to managed services, get the type of CX support that brings demonstrable value to your project.

## Boost operational efficiency with streamlined CCM

### Consolidate communications management

Replace manual communications management and siloed systems with a customer communications management solution that connects your back-end systems to a single user-friendly platform. EngageOne™ RapidCX acts as a clearinghouse for all customer data and communications – housing templates, allowing version control, recording changes, and archiving communications as delivered. It also streamlines these processes to ensure brand consistency and faster time to market.

### Streamline content creation and changes

Dramatically improve speed to acceptance with streamlined processes for content editing and approval. EngageOne™ RapidCX enables personnel to directly edit, in real time, the content of automated correspondence – bypassing the need for time-consuming and costly IT support for coding and testing while ensuring brand and regulatory compliance.

### Improve invoicing

Slash the time and effort required to send invoices and receive payments. EngageOne™ RapidCX automates invoice creation while accommodating the complex payment workflows often required by customer accounts payable departments. By quickly giving customers the data and functions they need to process your invoices, your company can reduce both the overall costs of billing and the amount of time needed to receive payment.

### Integrate with major payment systems

Integrate with major payment services providers, accommodating their complex integration points, fee structures, and reporting models. This enables your company to easily accept payments via ACH, debit cards, and credit cards.

## Enable better governance and compliance

### Ensure compliance

With regulatory bodies continually issuing new mandates, end-to-end visibility into content edits and rule changes is critical to ensure compliance. EngageOne™ RapidCX provides a secure, browser based ticketing, and workflow system that enables authorized users to view content statuses; request changes to print, email, web, and mobile communications; and audit changes.

### Archive communications

EngageOne™ RapidCX archives all communications, from creation to omnichannel distribution. As-delivered versions of communications are stored in the EngageOne™ RapidCX archive for continuous governance, auditing, and data protection. Easy-to-manage governance controls make complicated industry regulations easier to follow, even in rapidly shifting regulatory environments.

### Track everything

With EngageOne™ RapidCX, your organization always knows who sent what communication to whom, when, and in what version. Comprehensive delivery tracking and reporting provide insights into whether each communication was received by the customer.

## Benefit from Precisely expertise

### Rely on our expert help

EngageOne™ RapidCX professionals partner with your company to help you craft quality customer experience management strategies using up-to-the-minute technologies. Our experts guide you through everything from pre-implementation of the EngageOne™ RapidCX platform to experience design, content management, and additional stages of your digital CX transformation.

We recommend industry best practices geared toward helping you save time and money while improving CX. Our consulting workshops and other services leverage our decades of experience improving how businesses connect with their customers. Precisely professional services include:

- Consulting
- Content and change management
- Design
- Implementation
- Education and training

### Deploy a tailored solution

EngageOne™ RapidCX is a full-service, cloud based, customer engagement platform tailored to your company's business needs. We build to your specifications. We connect to your data sources and host your platform in the Precisely Cloud. (We can even manage your solution for you.) Our significant network of relationships with third-party financial services providers, billing providers, and others enhances your custom CX solution.

## Multi-layered governance



Single source archive for all communications



Multi tier review and approval workflows for content changes



Communication template version tracking



End-to-end job tracking dashboards and reporting



Email and SMS delivery tracking



Piece level physical mail delivery tracking



Change ticketing and complaints tracking



Segregated access for user groups and user roles



Data masking and PII protection



Certified third party audit credentials  
- SSAE and PCI compliance