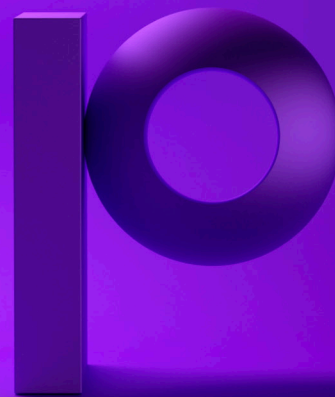# Selecting the Right Integrated Customer Engagement Platform

The right Integrated Customer Engagement platform will grow your organization's revenue by delivering the best customer experiences while also reducing your costs and risks. This document outlines the critical factors you need to consider when selecting an Integrated Customer Engagement Platform. It also provides the questions you need to answer to determine the impact each capability can have on your organization.

Revenue Growth

Speed to Market

Capability
Create, review, approve and deliver new communications quickly without delays.

Impact
- Launch new products faster
- Flexibility to experiment & test
- Exceed roadmap objectives

Key ROI Metrics
- Avg. Days to Launch New Products or Services
- Monthly Revenue Opportunity Lost w/ Delay

Critical Considerations
- Are new product launches held up by technical resources and schedules?
- Is the design process for a new product lengthy?
- Does the business have a single place to make and review changes prior to a product launch?
- Do product launches require assistance from outside vendors?
- Is the business able to make any communication changes without the assistance of a technical resource?

Cross Sell & Up Sell

Capability
Segment and target customers with cross sell/upsell opportunities and offers.

Impact
- Make targeted and timely offers
- Track offer response rates
- Consistency across lines of business

Key ROI Metrics
- Net Incremental Revenue
- Customer Lifetime Value

Critical Considerations
- Can you cross sell or upsell to customers via communications?
- Can you create targeted, personalized messages for your customers via current communications?
- Do you have access to the data needed to cross sell additional applicable products to your customers?
- Do you have a way to track responses from cross sell or upsell offers?
- Can your call center reps see the same offers that the customer can (in case of a call)?

   precisely.com | 877 700 0970

↗ Customer Retention

Capability

Highly personalized communications, self-servicing and delivery options to drive high customer satisfaction.

Impact
- Improve the onboarding process
- Communicate like you know them
- Provide more self-service options

Key ROI Metrics
- Customer Retention Rate
- Customer Churn Rate

Critical Considerations
- Is your customer onboarding process easy for the customer?
- Do you have a clear understanding of your customer's journey from onboarding to closure?
- Do you have customer self-service options for delivery preference, address updates, payments, etc?
- Is there a review process in place for inbound complaints and ways to improvement?
- Can data be leveraged to send focused communications rather than global, non-personalized ads/messages?

👤 Customer Engagement

Capability

Leverage communications and data to provide relevant messaging and drive actions.

Impact
- Personalize each interaction
- Use customer's channel of choice
- Manage tone and language

Key ROI Metrics
- Net Promoter Score
- Customer Satisfaction Score
- Customer Effort Score

Critical Considerations
- Are customer communications personalized?
- Do you offer a variety of contact channel options to your customers (email, SMS, chatbot, video, social media)?
- Do you have customer self-service options for delivery preference, address updates, and document/form requests?
- Do you have a process to manage tone in your communications?
- Are you able to offer communications in the customer's preferred language?

precisely.com | 877 700 0970

Partner Support

Capability
Manage all communications for multiple business partners in a single enterprise platform.

Impact
- Partner or Co-Branding
- Single Instance w/ Segregation
- Communications as a Shared Service

Key ROI Metrics
- Incremental Revenue from Selling Service through Partners
- Cross Sell Revenue from Partner's Customers

Critical Considerations
- Do you have any partners or co-brands within the business?
- Are you interested in offering communication capabilities to your partners or channels at a fee?
- Do you need to provide your partners access to change and manage their communications directly?
- Do you have an enterprise view into all communications for all brands/partners?
- Are all partner communications stored within a single repository?

Expanded Delivery Channels

Capability
Provide multiple delivery channels based on customer preferences with seamless movement between them.

Impact
- Customer's chosen channel
- Broaden reach for offers
- Increase response rates

Key ROI Metrics
- Net Incremental Revenue
- Customer Lifetime Value

Critical Considerations
- Can you deliver communications based on customer preference?
- Do you offer multiple delivery channel options (email, SMS, in-app, print, video, chat)?
- Do you have a process to capture electronic delivery consent from your customers (particularly for SMS)?
- Do you do any click-tracking for important links within email communications?
- Are you able to send on-demand campaigns to a specific segment of your customer base?

precisely.com | 877 700 0970

Increased ePayments

Capability
Increase payment activity by offering self-service payment options and reminders.

Impact
- Accept web & mobile payments
- Support scheduled auto-pay
- Process Credit, Debit, and ACH payments

Key ROI Metrics
- Number of e-payments per month
- Dollar amount of e-payments per month
- Average number of days to pay

Critical Considerations
- Can you accept web and/or mobile payments?
- Can customers set up Auto Pay?
- Can call center agents make payments on behalf of customers?
- Are customers routed to any 3rd party sites to complete their payment process?
- Can customers setup payment reminder alerts?
- Do customers receive a confirmation communication via email or SMS when a payment has been scheduled or made?

Customer Insights

Capability
Leverage first party transactional data to provide insights and recommendations.

Impact
- Track communication trends
- Mine transactional data
- Recommendations for next best action

Key ROI Metrics
- Net Incremental Revenue
- Customer Lifetime Value

Critical Considerations
- Can your customer's transactional data currently be mined and leveraged for next best action?
- Are you able to analyze your customer's activity and provide relevant recommendations or nudges?
- Do you have any dashboards or reports that track delivery channel trends amongst your customer base?
- Do you have access to transactional data for your customers?
- Do you have any insight into the types of customer calls prompting on-demand communications from the call center?

     precisely.com | 877 700 0970

Cost Reduction Opportunities

Faster Change Management

Capability
Create, review, approve and deliver new communications quickly without delays.

Impact
- No IT for 75% of changes
- Increase personalization
- Consistent enterprise voice

Key ROI Metrics
- Average Cost Per Change
- Average Length of Time Per Change

Critical Considerations
- Do changes to your customer communications take too long?
- Do changes to your customer communications require technical resources?
- Are changes to your customer communications dependent upon outside vendors?
- Do simple changes require updates to multiple templates and content resources across the company?
- Is it hard to keep pace with regulatory changes that impact your customer communications?

Automated Reconciliation

Capability
Data validation through each process step (receipt, normalization, composition, upload, & delivery)

Impact
- Account for 100% of items
- Validate critical data
- Notify when out-of-balance

Key ROI Metrics
- Per Hour Cost for Reporting
- Per Hour Cost for Remediation

Critical Considerations
- Do you know what communications are going out to your customers?
- Do you know how often you are communicating with your customers?
- Do you currently have a way to ensure the correct communications are going out through the correct channels?
- Are you able to ensure the data is correct in the communications going out to your customers?
- Does your reconciliation process involve people doing manual checks and reporting?

precisely.com | 877 700 0970

End-to-End Tracking

Capability
Dashboard view of end-to-end processing and delivery of communications.

Impact
- Complete status visibility
- Earlier issue detection
- Audit trail for all changes/deliveries

Key ROI Metrics
- Per Hour Cost for Monitoring
- Per Hour Cost for Troubleshooting

Critical Considerations
- Do you have an audit record for every communication to every customer?
- Are your agents able to quickly view all the communications sent to a customer?
- Are your agents able to quickly view the date & time of delivery for each communication sent to a customer?
- Are your agents able to see when an email communication has been opened?
- Are you able to track the delivery of checks to your customers?

Delivery Remediation

Capability
Multiple options to ensure delivery of communications to customers.

Impact
- Email & print delivery tracking
- Email bounce remediation
- NCOA/Address Cleansing

Key ROI Metrics
- Return mail costs
- Per Hour Cost for Audit Delivery Reporting

Critical Considerations
- Do you have an automated process for handling failed email deliveries?
- Do you have a large amount of returned mail?
- Are your agents able to re-deliver communications to a customer while on the phone?
- Do communications that fail delivery get sent out automatically through a secondary backup channel?
- Do you have processes in place to ensure the accuracy of a customer's mailing address?

Expanded Digital Delivery Options

Capability
Ability to offer customers delivery options in multiple digital channels based on their preference.

Impact
- SMS, Mobile and In-App Alerts
- Enhanced, interactive email
- Video and chatbot

Key ROI Metrics
- Print and Postage costs
- Inventory Management costs

Critical Considerations
- Are you able to meet customer expectations regarding their preferred channels of communication?
- Are your customers able to switch seamlessly between channels of communication?
- Are there certain interactions with your customers where you cannot honor their preferred channel of communication?
- Are you doing everything possible to drive adoption and delivery through electronic channels?
- Are you able to provide the same delivery choices as your competitors?

On-Demand Communication Creation

Capability
Providing back office & call center teams the ability to create on-demand communications using version-controlled templates.
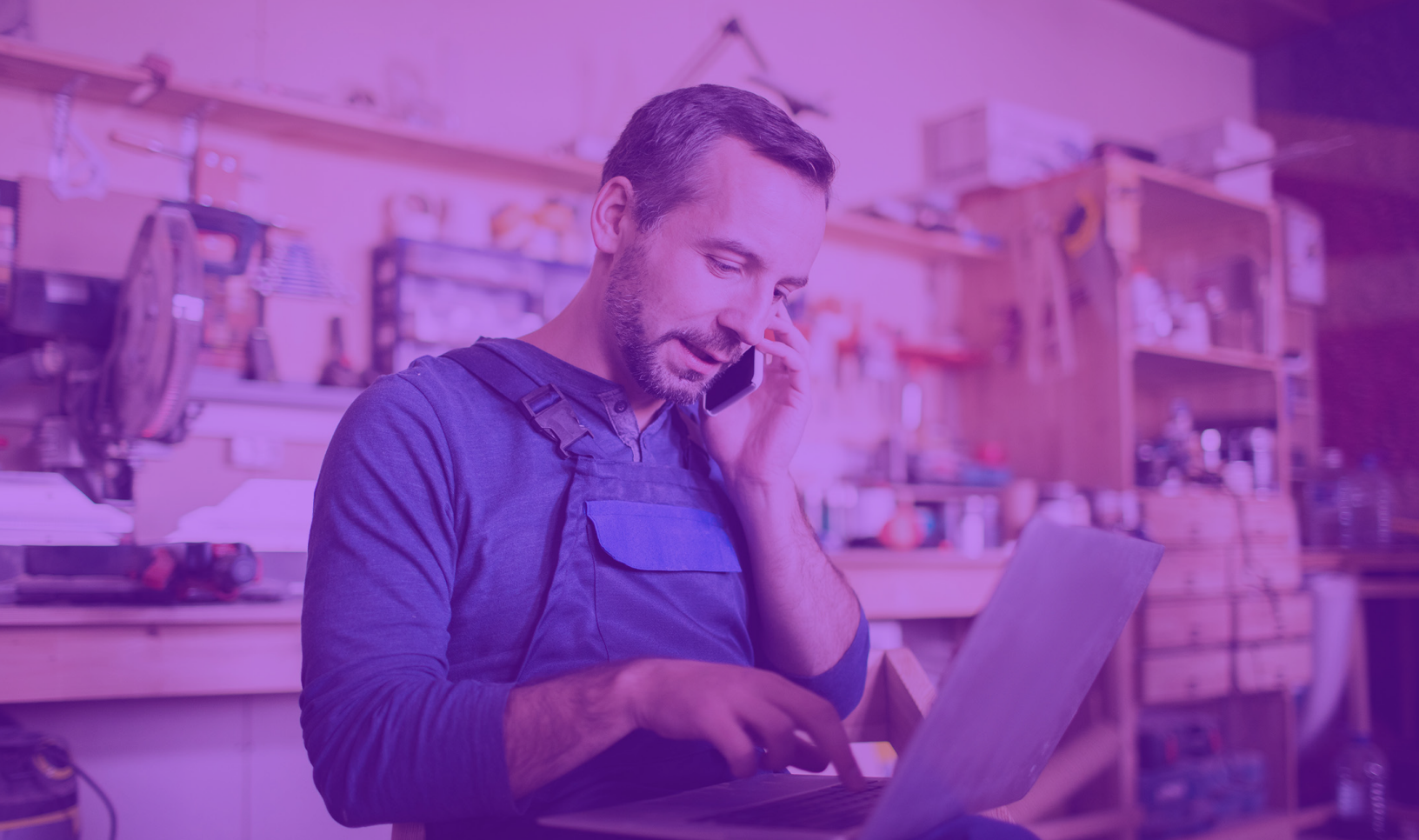
Impact
- Controlled intuitive UI
- Auto-filling of customer & account data
- Include attachments/forms

Key ROI Metrics
- Per Hour Cost to Create Letters
- Materials and Postage costs
- Call Handling Time Reduction

Critical Considerations
- Does your back office or call center ever create on-demand communications to customers?
- Do these on-demand communications require manual data entry by the agents?
- Are the language, branding, and tone of these on-demand communication controlled?
- Do any of these on-demand communication require manual printing, inserting, and mailing?
- Are these on-demand communications archived and available to the customer online?

precisely.com | 877 700 0970

System & Vendor Consolidation

Capability
Consolidation of multiple systems and/or vendors into a single Hosted Managed Service.

Impact
- Eliminate Composition Tools
- Reduce IT staff dependency
- Consolidate Print Vendors

Key ROI Metrics
- Maintenance & Licensing Costs for Composition Tools
- Print and Postal Optimization Savings

Critical Considerations
- Are you currently paying for on premise software for document composition?
- How many different tools are being used for document composition?
- How many people are currently supporting the creation and delivery of documents?
- Do you have multiple tools and/or vendors supporting the creation and delivery of emails and texts?
- How many print vendors and print sites currently support fulfillment of your printed communications?

Customer Self-Service

Capability
Platform Dashboards and APIs to support customer self-service functions.

Impact
- Access all Communications
- Personalized video explainers
- Make payments & manage wallets

Key ROI Metrics
- Call Cost Avoidance
- Customer Effort Score

Critical Considerations
- What are the top drivers for inbound calls to your agents?
- Do your customers have online access to all their communications?
- Are your customers able to upload documentation required to support transactions if needed?
- Are your customers able to make payments online or via your mobile app?
- Are you able to provide personalized video and chat to help explain more complex items and reduce inbound calls?

precisely.com | 877 700 0970

Risk Reduction Opportunities

Audit Trail For All Changes

Capability
All changes versioned, reviewed, tracked and available for quick viewing access.

Impact
- Version control on all communications
- All change activity logged
- Quick access for audit requests

Key ROI Metrics
- Total cost of Fines
- Number of Regulatory Actions
- Cost saved for time supporting audit requests

Critical Considerations
- Are you able to quickly tell what changes have been made to your customer communications?
- Are you able to quickly prove what terms and disclaimers your customer has agreed to?
- Are communication templates and content resources version controlled?
- What is the version control process in place today?
- How are changes requested and logged?
- Is it easy to access the audit trail for a particular change?

Audit Trail For All Deliveries

Capability
Dashboard view of all delivered communications and the tracking information for each.

Impact
- End-to-End Trail for all communications
- Access to all delivered communications
- Ability to track viewed communications

Key ROI Metrics
- Total cost of Fines
- Number of Regulatory Actions
- Cost saved for time supporting audit requests

Critical Considerations
- Do you have a way to track if a customer received a communication electronically?
- Are print deliveries tracked (Informed Visibility)?
- Can business users see what was sent to a customer (as-delivered communications)?
- Do you know when a customer has opened an email communication (open email tracking)?
- Do you manage e-mail unsubscribes or SMS opt-outs?

precisely.com | 877 700 0970

Single Source Archive

Capability
Single repository for all as-delivered communications, communication templates, and content.

Impact
- All communications in one place
- Access controlled and tracked
- Centralized control of templates

Key ROI Metrics
- Cost of time spent searching for communications
- Cost saved from phone calls requesting a delivered communication copy

Critical Considerations
- Are all customer communications currently stored in a single repository?
- Are you able to access all communications from other systems via real-time APIs?
- Is the repository short-term or long-term?
- Are communication templates stored in a single repository?
- Is access to the communications segregated based on business role?
- Is user activity within the repository tracked?

Disaster Recovery

Capability
Mirrored instance of all production services for failover in case of a disaster.

Impact
- Mirrored "hot" backup site
- Auto failover for minimal down time
- Recurring disaster recovery test exercises

Key ROI Metrics
- Reduction in Recovery Time Objective (RTO)
- Reduction in RPO Recovery Time Objective (RTO)
- Lost revenue saved

Critical Considerations
- Do you have documented Disaster Recovery Plans that are reviewed on an annual basis or more frequently?
- How often are disaster recovery test exercises conducted?
- Do you have an auto failover in place?
- What is your anticipated downtime during a failover?
- What kind of back-up site do you have in place today?
- Do you have a team dedicated to Disaster Recovery?

   precisely.com | 877 700 0970

Segregated Access

Capability
User-role based hierarchies to create division of authority within the platform.

Impact
- Access controlled by User ID
- Custom User Roles & Groups
- Configurable Access Hierarchy

Key ROI Metrics
- Cost saved on user administration
- Cost saved with a single instance instead of multiples

Critical Considerations
- How is user access controlled today for your business?
- Do you have an established user hierarchy in place?
- Do you want to control access to communications based on a user's role in the business?
- Are certain communication types considered sensitive (i.e. should only be viewed by a subset of users)? Example: Commission Statements
- Is user activity tracked and reported on?

Review & Approval Workflows

Capability
Configurable review and approval workflows for any content template or resource changes.

Impact
- Configurable auto workflows
- Support for multiple tiers
- Full audit trail of all reviews

Key ROI Metrics
- Cost saved on manual review & approval process
- Cost saved for time supporting audit requests

Critical Considerations
- What is the current process for requesting, reviewing, and approving changes to communications?
- Do you have an automated way to review and track changes prior to production deployment?
- Do you have a way to select which Business Leaders will review and approve changes (i.e. create a custom workflow for change)?
- Do you have a full audit trail of all changes made to communications?
- Are the actual changes (proofs) stored with the approval and retained?

          precisely.com | 877 700 0970

Data Masking & PII Protection

Capability
Secure handling, storage, and protection of sensitive and personal data.

Impact
- Mask Account and Card Info
- Controls for PII data management
- Segregation for Card Data

Key ROI Metrics
- Total cost of Fines
- Number of Regulatory Actions
- Cost savings controls and infrastructure

Critical Considerations
- Do you have a mechanism in place to mask social security or account numbers on communications if legally required?
- What controls do you currently have in place for PII data management?
- What kind of security monitoring is in place today to protect your customer data from a breach?
- Are your communication data files encrypted at rest?
- Is card data segregated from other PII data (if applicable)?

Certified 3rd Party Auditing

Capability
Team dedicated to ensuring and maintaining all necessary compliance certifications.

Impact
- SSAE and PCI Compliance
- Support for Recurring Audits
- 24/7 monitoring and controls

Key ROI Metrics
- Total cost of Fines
- Number of Regulatory Actions
- Cost saved for time supporting audit requests

Critical Considerations
- Are you SSAE (Statement on Standards for Attestation Engagements) compliant?
- Does your business require PCI DSS (Payment Card Industry Data Security Standard) compliance?
- Are you currently PCI DSS compliant?
- What is your current audit process?
- Whose responsibility is it to ensure the business remains in compliance?

Conclusion

The future has finally arrived and today Integrated Customer Engagement Platforms like EngageOne™ RapidCX from Precisely give you the ease, agility, speed, and governance you need to deliver the best CX throughout your customer journeys.

Making sure an Integrated Customer Engagement Solution delivers the maximum return on your investment means it needs to provide the above capabilities on a single integrated platform.

We would welcome the opportunity to discuss your requirements. Please **use this link** if you would like to schedule a conversation.

precisely.com | 877 700 0970