

# The Customer Engagement Platform Built for Regulated Industries

Organizations in regulated industries face constant pressure to modernize communications while meeting strict compliance requirements. Outdated systems, manual approvals, and fragmented processes increase costs, slow down launches, and create inconsistent customer experiences.

Overcome these challenges by unifying the entire communications lifecycle, from creation and orchestration to delivery, tracking, archiving, and retrieval. With AI at its core, EngageOne™ RapidCX helps you reduce risk, speed up time to market, and deliver innovative experiences across every channel.

## Unlock Immediate Business Value

- ✓ **Save millions in change costs** – Reduce the cost of simple updates by up to \$11.6M annually, enabling business users to complete 75% of updates.
- ✓ **Accelerate time to market** – Cut content change cycles from as much as 140 days to 1–3 days, bringing products and offers to market 40x faster.
- ✓ **Stay compliant and audit ready** – Maintain one record of all approvals and updates, with secure archiving and retrieval across millions of communications each year.
- ✓ **Act smarter and faster with AI** – Speed legacy template migration by up to 60%, check tone for compliance, and find approved communication content fast.
- ✓ **Triple customer engagement** – Interactive video and personalized digital experiences drive 3x higher response rates.



## Supporting Regulated Industries

EngageOne™ RapidCX is purpose-built for enterprises operating in industries with strict governance:



**Financial Services** – Reduce costs of updates to statements and disclosures, accelerate launch of new deposit and loan offers, and support digital adoption with “Go Green” initiatives.



**Insurance** – Speed time-to-market for new products or premium changes, simplify updates to underwriting rules and policy language, and deliver consistent communications across policy, claims, and renewals.



**Telecommunications** – Cut costs of frequent updates to billing notices and alerts, speed launch of new data plans and bundles, and automate self-service for billing and account support.



**Utilities** – Promote sustainability by digitizing bills and outage alerts, reduce costs with faster rate-change and compliance updates, and automate self-service for onboarding and bill explainers.



**Healthcare** – Simplify compliance with streamlined policy and consent updates, empower patients with reminders and real-time updates, and reduce paperwork by digitizing records and interactions.

## Purpose-Built Features



**Unified Customer Communication Lifecycle** – Centralize communication creation, delivery, tracking, archiving, and more.



**AI-Enhanced Processes**— Speed up legacy template migration, find approved content fast, and compliance checks.



**Batch to Real-Time Delivery** – Support batch, on-demand, and real-time communications across email, SMS, and digital channels.



**Embedded API Workflows** – Enable seamless integration into existing processes for automated communication triggers.



**Direct Connectivity with Leading Core Systems** – Pre-integrated with your preferred core providers including Guidewire, FIS, and more.



**Centralized Tracking** – Gain visibility into delivery status, approvals, and customer interactions from one platform.



**Expand Digital Delivery Channels** – Engage customers in their preferred channels with interactive video, personalized email, SMS, chat, and PDFs.



## Flexible Deployment Options

Deploy EngageOne™ RapidCX on-premise, in private cloud, or in public cloud environments (AWS, Azure, GCP). Also available as a managed service through Precisely Hosted Managed Services (HMS), offering SaaS-like convenience without requiring full SaaS delivery.

EngageOne™ RapidCX is designed for efficient deployment, helping reduce your infrastructure costs, scale easily, and integrate with your existing tech stack.



## Trusted by Industry Analysts

EngageOne™ RapidCX is recognized by the global communications industry analyst Aspire as a leader in the Customer Communications Management (CCM) and the Customer Experience Management (CXM) markets.

