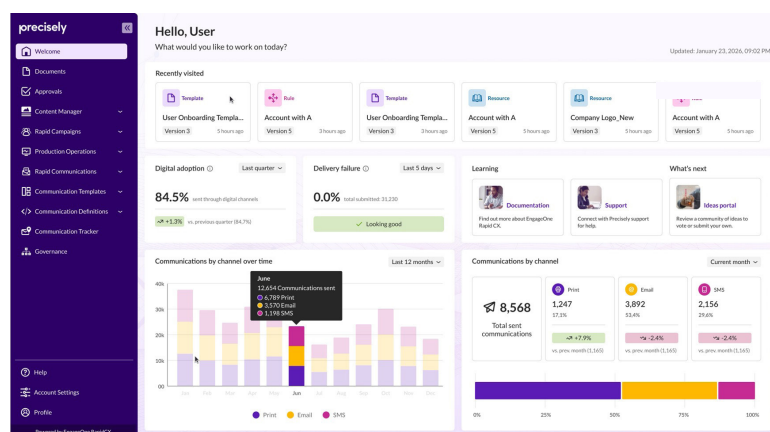


EngageOne™ RapidCX

Enterprise Customer Communications Management (CCM)
built for regulated industries. AI that meets the same standard.

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 with omnichannel delivery across print, email, SMS, and digital. 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.



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

Why Organizations Choose EngageOne™ 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 it take to implement a change securely?

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

30M+ annual communications

A leading financial services company gained full visibility across **30M+ annual communications**, enabling detailed tracking, reconciliation, and cost reporting while improving audit readiness and investigation speed.

Under 90 minutes

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

What EngageOne™ RapidCX Delivers

Unified Communication Lifecycle Management

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

Organizations gain:

- A complete, searchable communication inventory
- Omnichannel delivery and telemetry across print, email, SMS, 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 implemented AI into their communications workflow. The same share expect AI agents to take a leading role in the years ahead.³ EngageOne™ RapidCX ensures you lead that shift with the governance regulated industries require.

EngageOne™ RapidCX includes governed AI agents embedded directly within communication workflows. Every agent is opt-in, explainable, and user-controlled — a person reviews and approves every result. **EngageOne™ RapidCX expands its agents are aligned to five outcomes.**



Create Faster

- **Communication Builder Agent** generates on-brand communication templates from a natural-language prompt, built on your approved content; a person reviews and approves every draft.
- **Contextual Rewrite Agent** rewrites and simplifies legacy content to align with current brand and regulatory standards.



Communicate Clearly

- **Readability Agent** scores content for clarity and suggests improvements to meet plain-language and regulatory readability standards.
- **Sentiment Analysis Agent** flags harsh, confusing, or off-brand tone before communications are sent.



Stay Compliant & Protect Data

- **Compliance Risk Agent** runs assistive, explainable checks against your configurable checklist before distribution and keeps an audit-ready record. It flags potential issues but does not certify or guarantee compliance — reviewers make the final call.
- **PII Masking Agent** detects and masks Personally Identifiable Information (PII) in real time in interactive communications handled by customer service representatives.



Find & Reuse

- **Intelligent Search** locates brand-approved, compliant templates and assets across the communication lifecycle using natural language.
- **Intelligent Archive Search** retrieves archived communications by meaning — AI-powered semantic search rather than exact file names.



Measure & Act

- **Next Best Action Agent** analyzes customer preferences to recommend the most relevant next action across the appropriate channel (email first, with additional channels planned).

AI Built for Regulated Communications

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

EngageOne™ 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 EngageOne™ 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 every channel — true omnichannel delivery
- 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 EngageOne™ RapidCX brings your full communication lifecycle under one AI-driven governed platform.

Request a demo

¹Aspire Consumer Research, 2024

²PwC Global Compliance Study, 2025

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