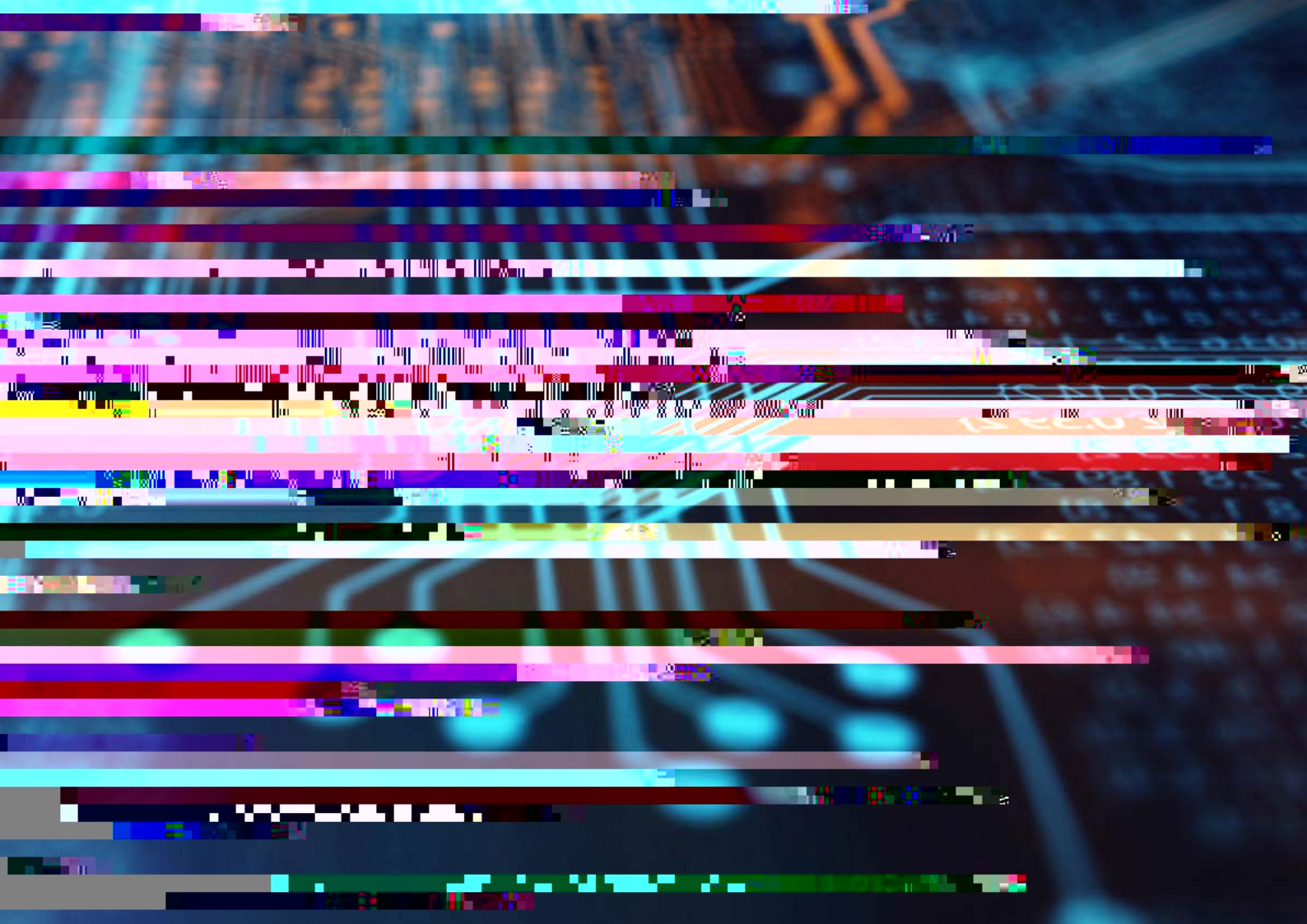


connected > secure > available > flexible > scalable > easy to use

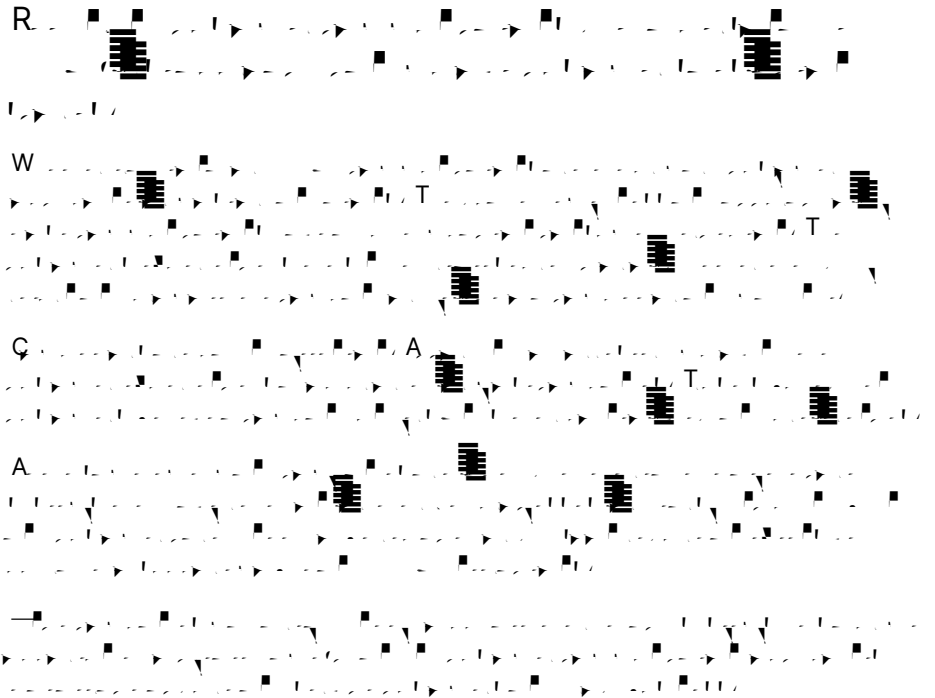


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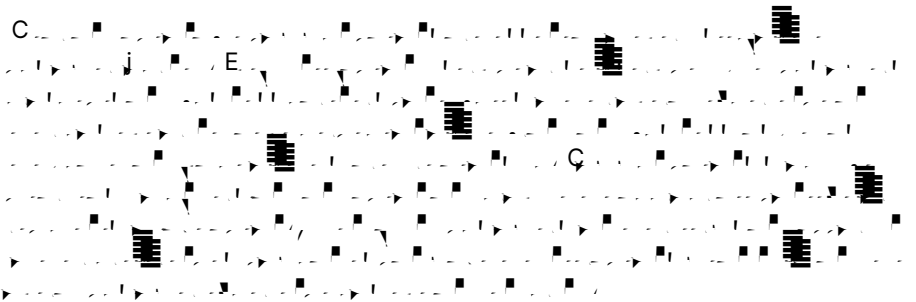
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## Meaningful communications for enduring relationships



## Connect the customer journey to cross-channel communications





“CEOs and CIOs around the world are looking at the customer experience as the next differentiator. Everyone can code stuff, but the experience is what matters.”

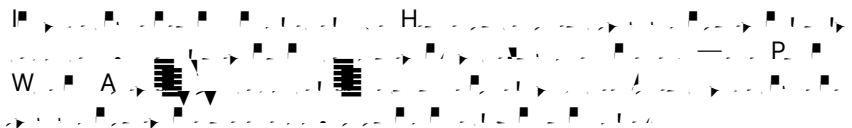
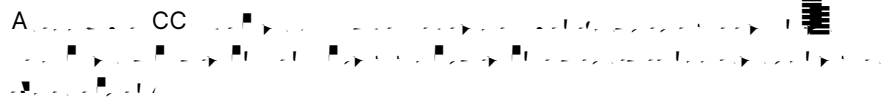
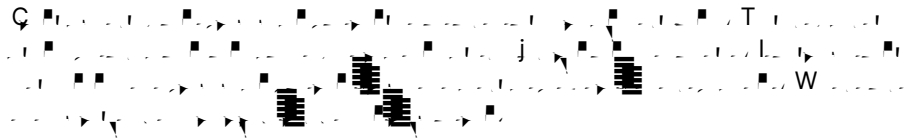


## The customer experience imperative

### Top five tips for designing for the experience economy

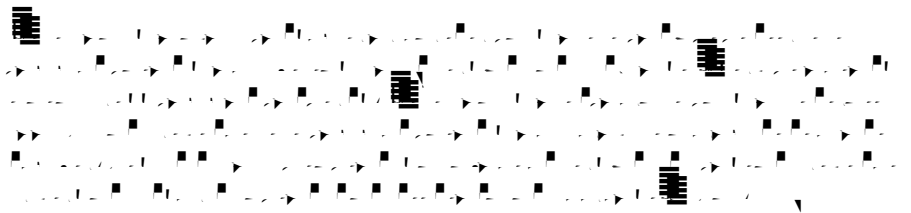
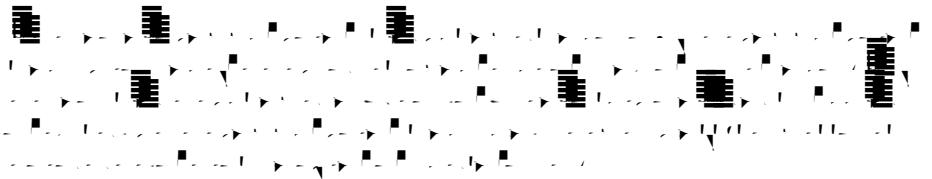
#### 1. Design for understanding

What do recipients need to understand?



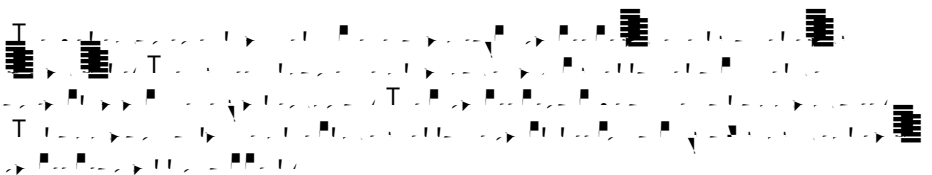
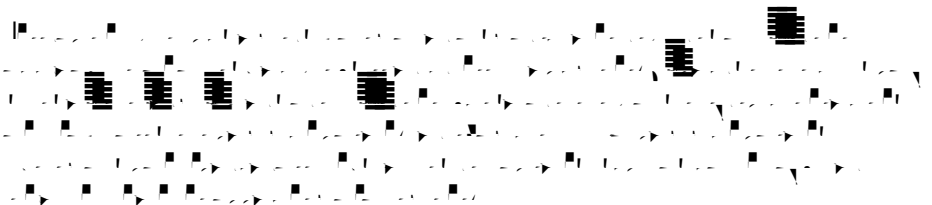
#### 2. Design to drive action

What do recipients need to do or not do?



#### 3. Design for digital first, but don't neglect traditional channels

Do recipients have a seamless cross-channel experience?



#### 4. Design to align business user profiles with the business process

How are business users involved? Do they own content and messages?  
Can they help personalize communications for the front office?

Content is owned by business users, not the system. Business users are involved in the design process. They own content and messages. They can help personalize communications for the front office. Business users are involved in the design process. They own content and messages. They can help personalize communications for the front office. Business users are involved in the design process. They own content and messages. They can help personalize communications for the front office.

The design process is iterative and collaborative. Business users are involved in the design process. They own content and messages. They can help personalize communications for the front office.

#### 5. Design customer-centric communications from the inside out and outside in

How can processes and systems of interaction be modernized to deliver on consumer expectations for seamless cross-channel interactions?

The design process is iterative and collaborative. Business users are involved in the design process. They own content and messages. They can help personalize communications for the front office. Business users are involved in the design process. They own content and messages. They can help personalize communications for the front office.

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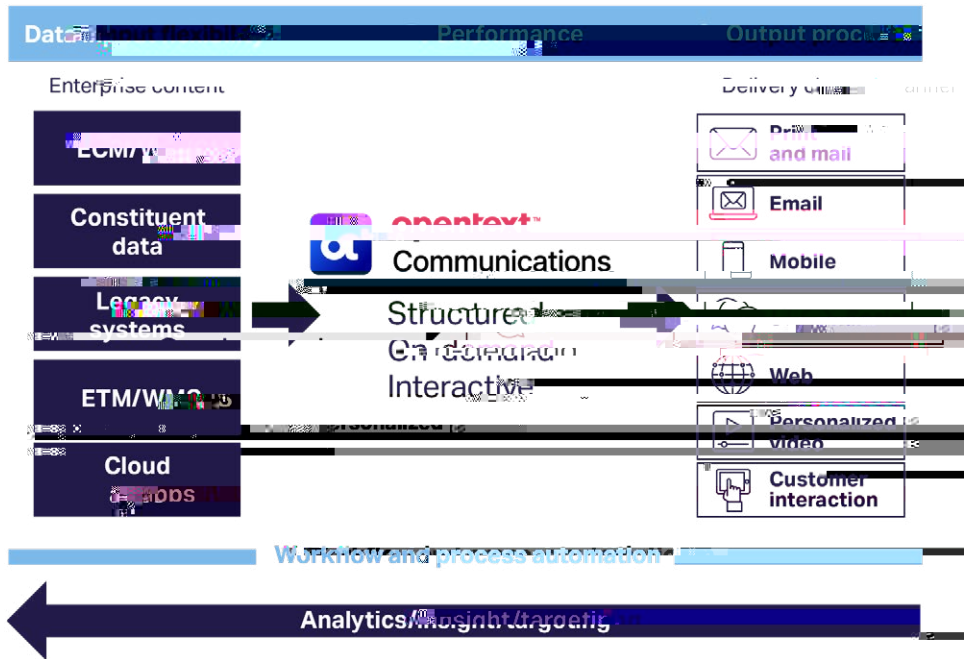
## Find the right solution

Find the right solution

## An enterprise platform, not merely a point solution

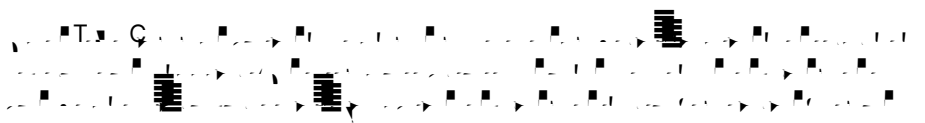
An enterprise platform, not merely a point solution





## A proven difference

From back office to front office



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## Scalable by design

T... T... C... IT... IT...

E... T... C... W

## What's next?

W... T... P... T... T... C... E... C...

## Contact us

T... C...