

How To Make Your Customer Communications More Member-centric

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the credit union company

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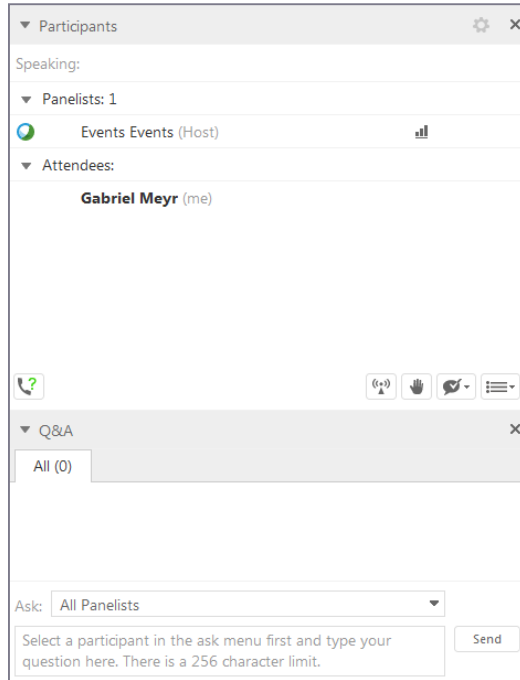
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Slide Link

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How To Make Your Customer Communications More Member-centric

June 12, 2019



Presenter



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Enterprise Content Management & Customer Communications
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About Doxim

The **customer communications** and **engagement** technology leader serving financial and regulated industries and strengthening engagement throughout the entire customer lifecycle.



- Dedicated to financial services & regulated industries
- Purpose-built to digitize customer communications & customer engagement
- Integrated with core systems
- Suite of integrated solutions
- Modular technology platform
- Secure cloud/SaaS managed services
- White-glove professional services

1,800+ clients | 25+ million end consumers

Vancouver (BC)

Las Vegas (NV)

Detroit (MI)

Indianapolis (IN)

Toronto (ON)

London (ON)

Washington D.C. (VA)



How to turn your company into a customer-first organization?

Customer-first, customer 360, customer satisfaction, customer experience (CX) ... this is the hype and trend today, and is probably the greatest challenge your organization is facing.

Do you invest in Customer Communications Management software or do you invest in the software that enables a Customer Communications Management philosophy?

But We've Always Been About Customer Focus...Right?

Even though customer focus is a key part of a company's strategy, the rise of the digital economy has shifted the power towards the consumers:



Search engines



Social media



Mobile Apps



Consumer loyalty

To clearly measure the impact of customer satisfaction on your business, remember:



Happy customers who have their problem resolved will tell **4-6 people** about their positive experience.

vs.



Dissatisfied customers will tell **9-15 people** about it. And approximately 13% of dissatisfied customers will tell more than 20 people about it.

It costs **five to six times as much** to get a new (first-time) customer as it does to keep a current one.

Customer Value Chain

- We understand the importance of establishing a strategy that is based on customer loyalty
- Every brand dreams of having loyal customers, such as the “Apple fans”, the “Amazon fans” or the “Star Wars fans”
- Give your customers good reason to be excited and to promote your products.

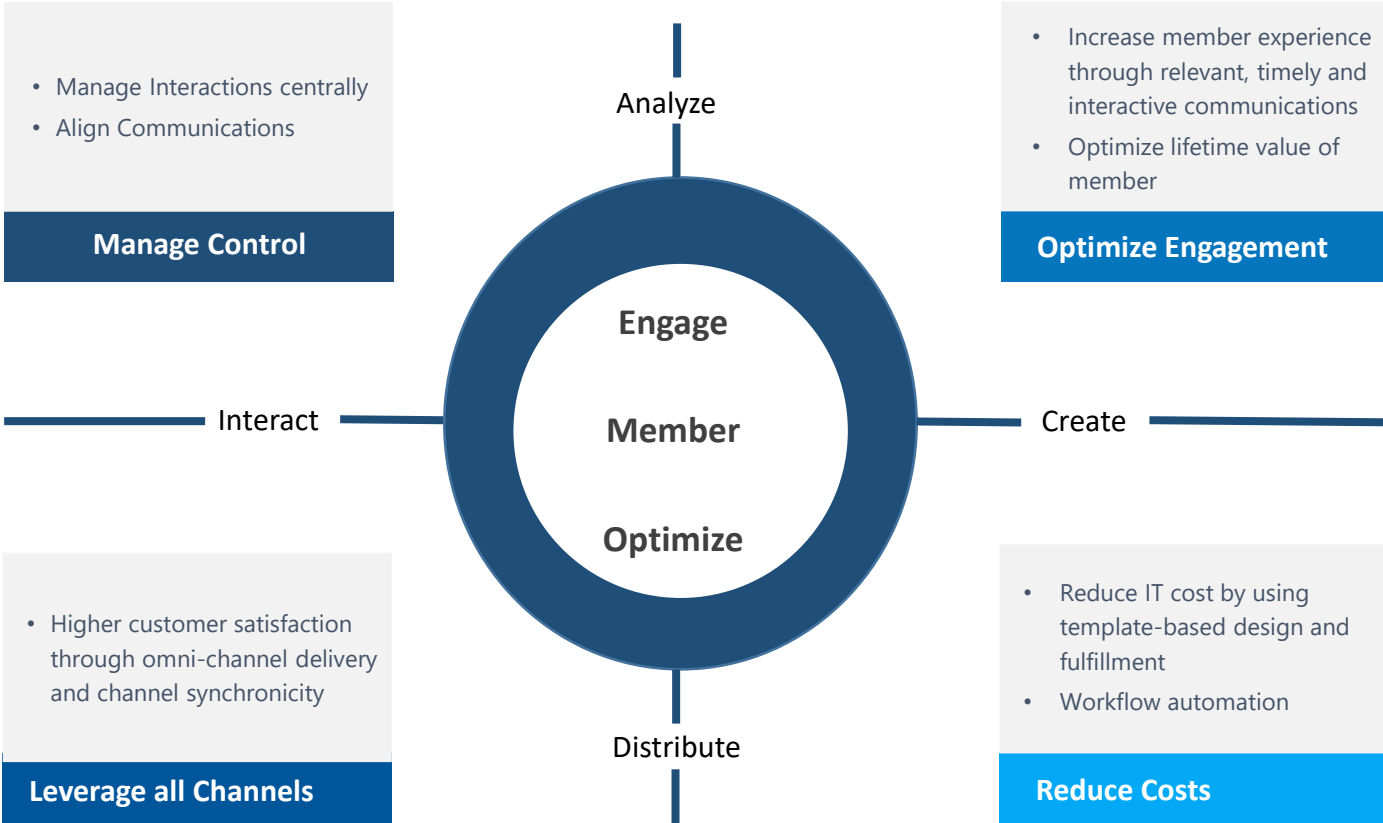




What Does This Have To Do With CCM?

Customer Communication Management (CCM) solutions offer this enriched Customer Experience across all channels providing clear, consistent and reliable communication:

- Same message, omni-channel
- Flawless
- A unique proofing and validation workflow



1 Gain deeper customer insight



2 Improve relationship management



3 Provide a personalized customer experience



Centralize the process of customer communication

MARKETING

50% **REDUCED**
COST OF
PRODUCING
INTERACTIVE
DOCUMENTS

CUSTOMER SERVICE

20% **INCREASE IN**
CALL CENTER
EFFICIENCY
WITH IMMEDIATE
ACCESS TO CUSTOMER
DOCUMENTS

OPERATIONS

\$1.25 **SAVED**
PER DOCUMENT
COST REDUCED
FROM \$1.50 TO 0.25
THROUGH ELECTRONIC DELIVERY

IT

85% **REDUCTION**
IN TIME
REQUIRED
TO IMPLEMENT IT-
ASSISTED TEXT CHANGES

OVERALL

1000S **OF HOURS**
SAVED IN
DOCUMENT
PRODUCTION

INDUSTRY INTEREST

75% **OF PROFESSIONALS**
SURVIVED
IN A FORRESTER STUDY
SAY THEY WANT TO ADOPT A
MORE CENTRALIZED
COMMUNICATION PROCESS

Source: <http://www.ecrion.com/blog/the-roi-of-customer-communications-management-ccm>

Bank Statement Example

- Interactive and responsive dashboards
- Calling an agent
- Getting called back
- Contextual offers
- Personalized messages
- Videos (the rising media)
- Chat box with picture of the bank advisor





Works late

Young tech savvy

Good Income

Solution to support his financial needs

- Mobile HTML Statements
- 24 hour web access to other services like loan applications
- Email and Text messages for notifications and updates
- Expects that when he does wander into a branch, or calls into a call center that staff will have access to all of his documents and statements to best support him.



Retired

Moderately tech savvy

High net worth

Solution to support her financial needs

- Printed statements are preferred but does on-line banking
- Prefers to visit branch
- Some communications using email are acceptable
- Expects that when she she's in a branch, or calls into the call center that staff will have access to all of her documents and statements to best support him.

Content Centric



Customer Centric

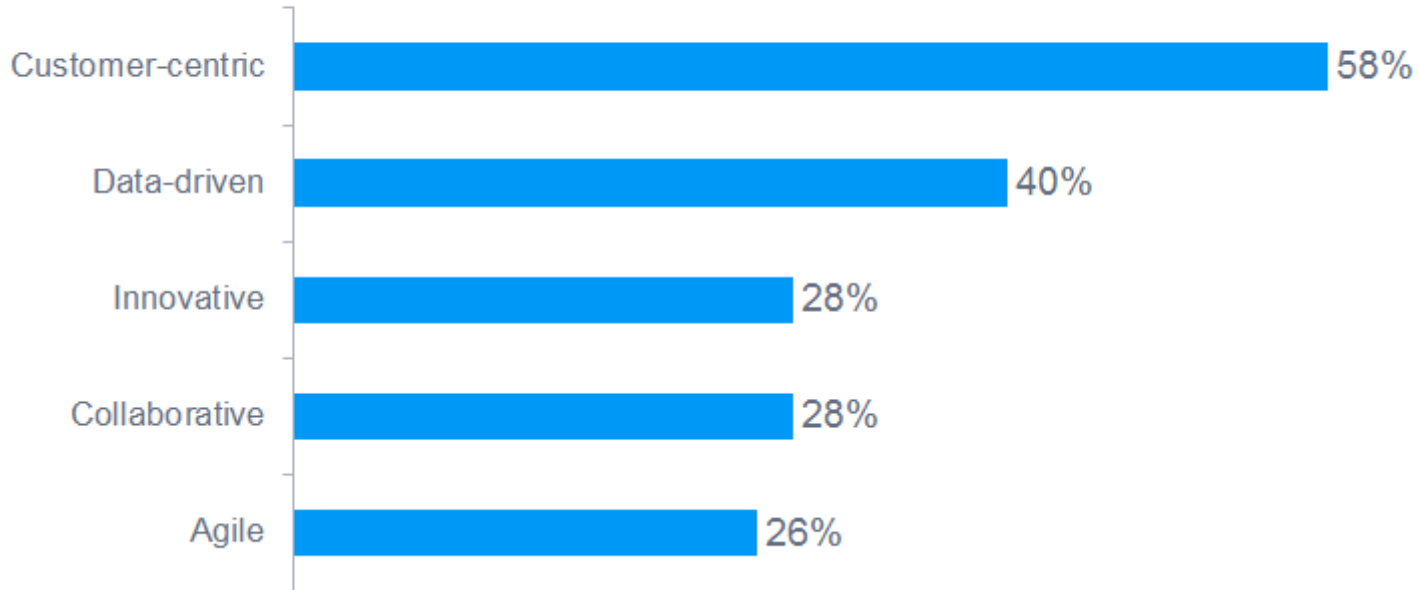


- The concept seems basic but requires important transformations at multiple levels in your company:



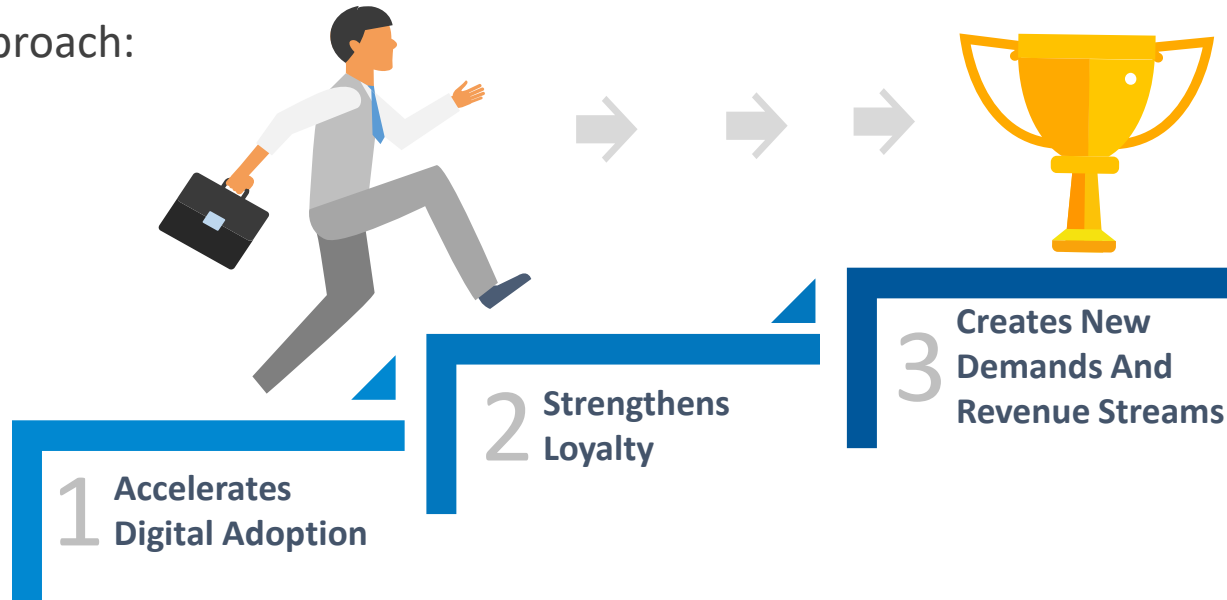
- These transformations and their related challenges need to be addressed urgently by many industries to keep the customer relationship and not be disintermediated by new nimble players.

Which characteristics do you think are most important in establishing a truly 'digital native' culture?



“*Marketers need to shift from a channel-centric mindset to a customer-centric view, putting the customer first — not a product or a process — to build a relationship. In fact, Deloitte & Touche found that **companies that are customer-centric are 60 percent more profitable.***”

- This concept is called “**dynamic communications**”, offering unmatched customer experience
- This approach:



- Enabling omni-channel for marketing teams

“That’s what **Customer Communication Management** is about. This consists in enriching existing services with marketing-processed content.”

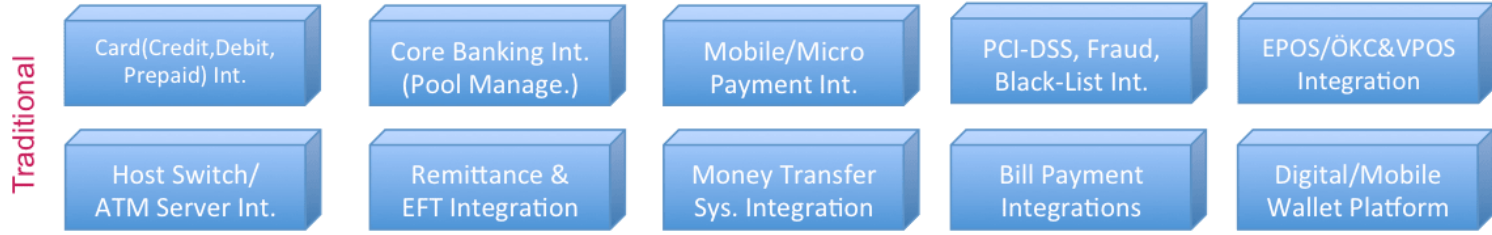
- GAFA (Google, Apple, Facebook, Amazon)
- Use middleware and APIs to integrate with flexible SaaS partners
- Unified APIs and middleware leverage your data and services



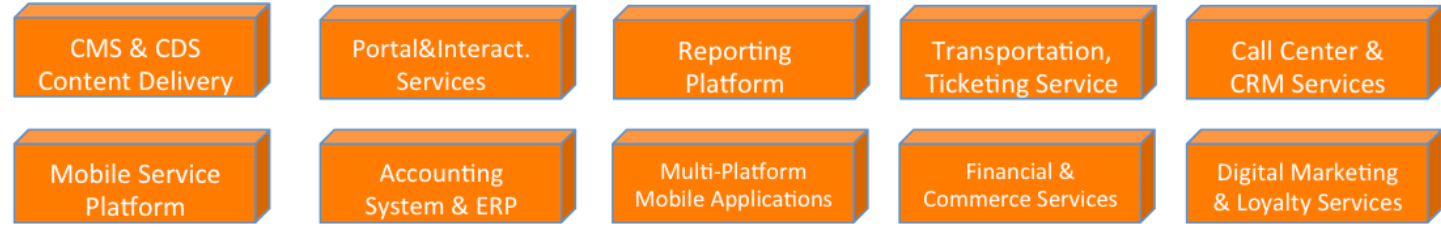
Touchpoints (Technology, Device and Services)



Payment System Integration and Services



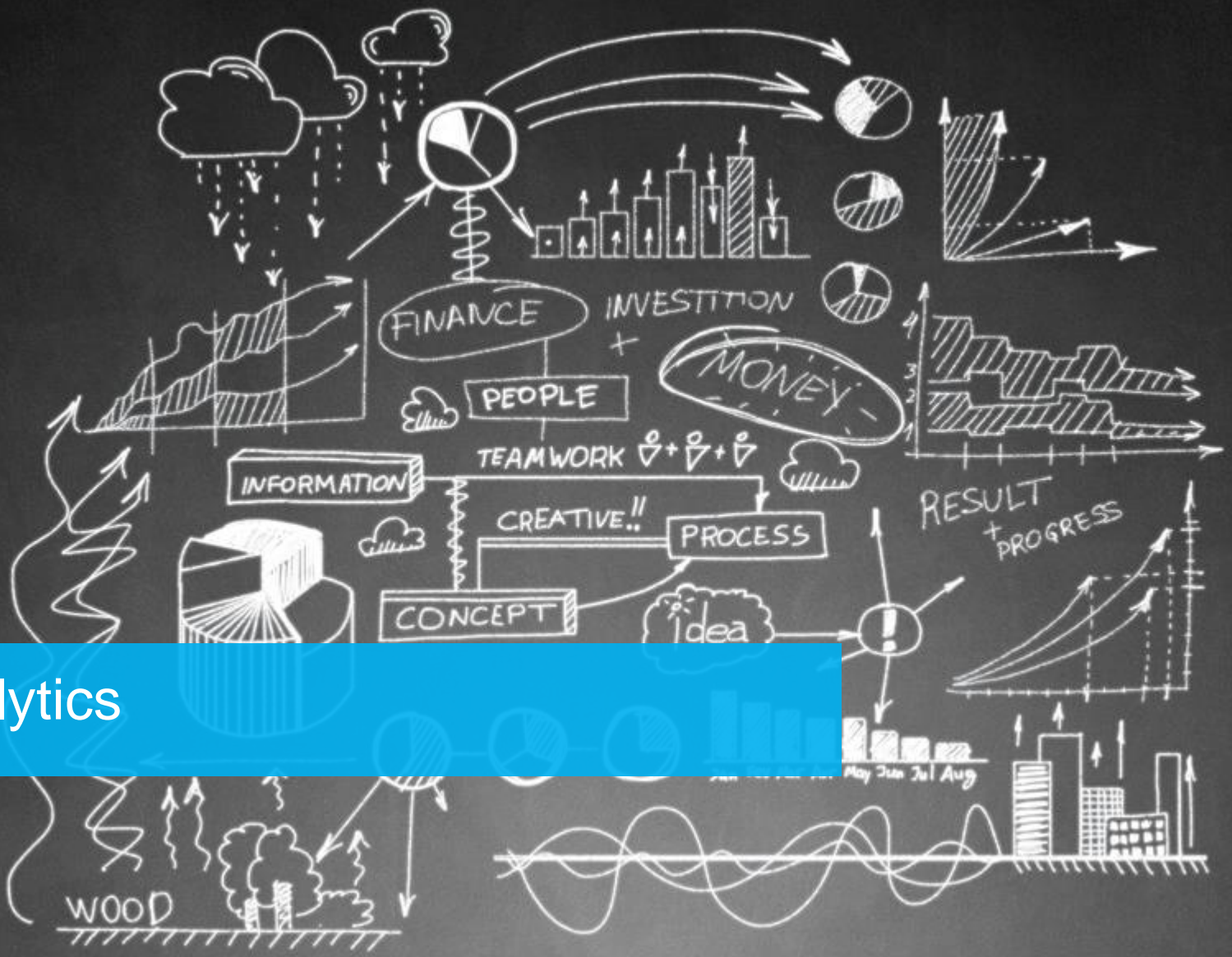
Support Platform and Services



Virtual

New Generation





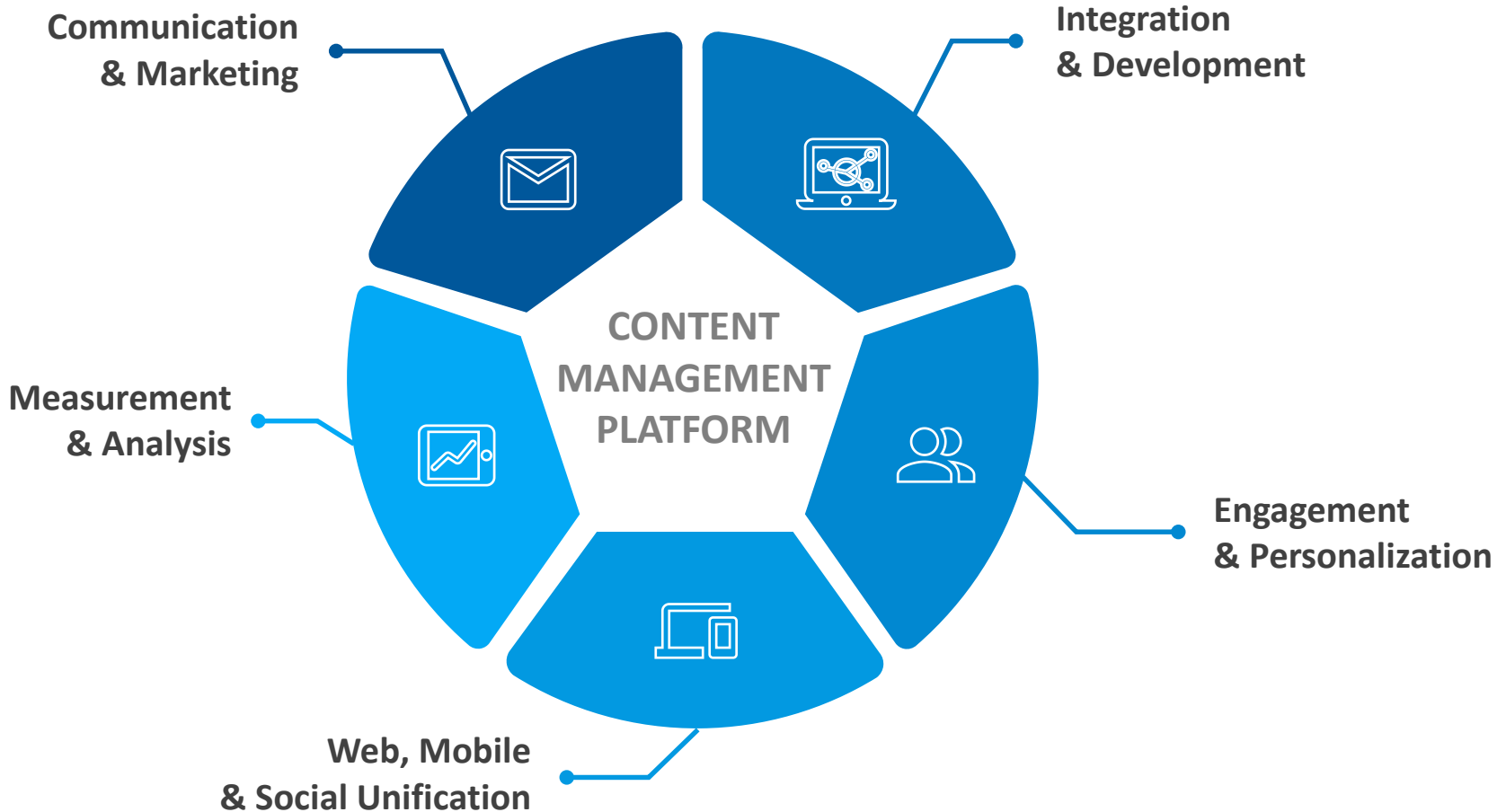
Analytics



Dashboards



Data Enrichment



Doxim Customer Engagement Platform

An integrated SaaS platform that transforms customer experience, improves client retention and increases wallet share



- Solutions that span the customer lifecycle
- Purpose-built for credit unions and community banks
- Pre-configured for the specific workflows of credit unions and banking verticals
- Plug and play architecture allows organizations to start with one process and add more later
- Fully multi-tenant SaaS offering
- Modern, browser-based experience
- Consistent branding across all offerings
- Omni-channel experience
- Front-office revenue generation with back-office content & compliance
- Integrations with core providers, brokerage systems, and other common 3rd party systems

Thank You!



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