



Customer communications management

Build loyalty through personalized multi-channel interaction

Differentiate your service | Enhance the customer experience | Attract new business | Drive down costs



The digital imperative

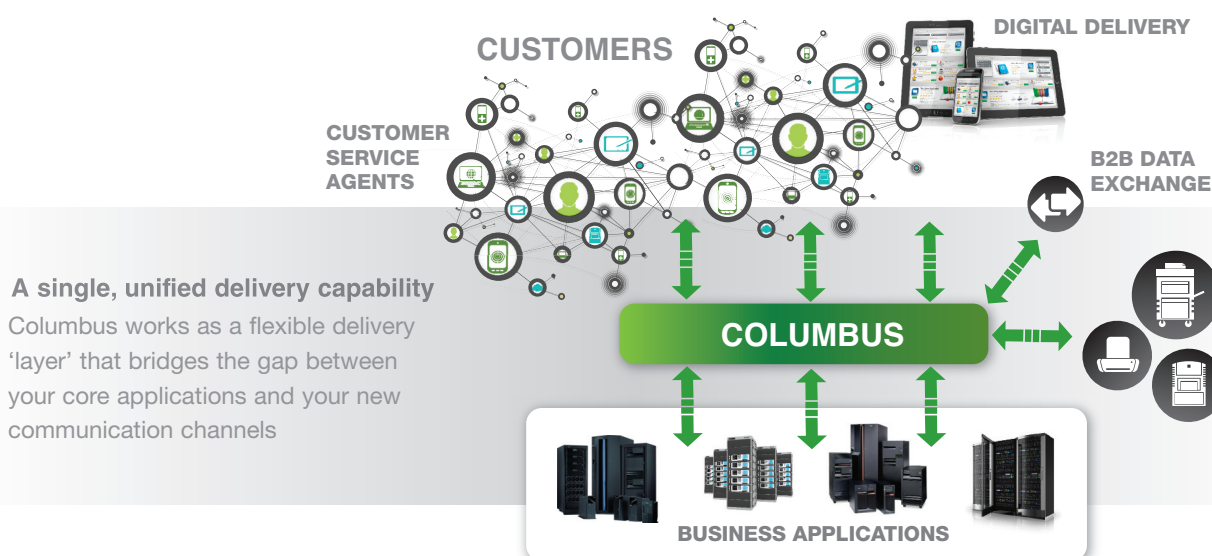
Customers expect a great experience every time they interact with your business. They want electronic and print communications that are relevant and engaging, delivered any way they choose. However, adapting your business applications to work with the mobile, web and social media touchpoints favored by many customers can be time consuming and costly.

Make a smooth transition to digital delivery

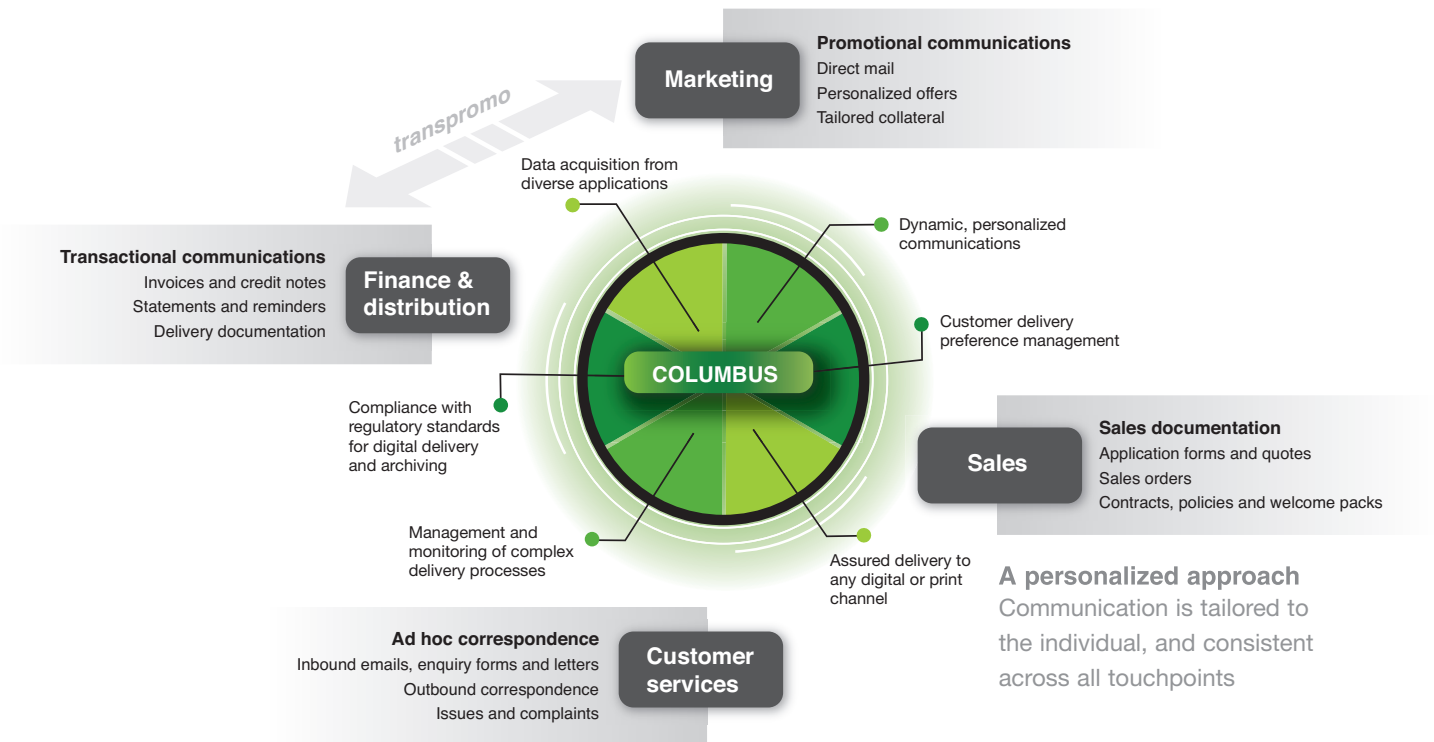
Columbus from Macro 4 is a powerful software platform that lets you deliver personalized multi-channel communications without making any changes to your business systems.

- ▶ Columbus automatically transforms your existing system output into new, high quality documents and messages to suit all of your chosen communication channels.
- ▶ Additional content, such as targeted marketing offers, can be added according to business rules decided by you.
- ▶ Information is delivered reliably and consistently across multiple touchpoints, including mobile applications, email, websites and printed communications, in any combination.
- ▶ The whole process is controlled and monitored to ensure that all communications are delivered to the right place, at the right time, in the right format.
- ▶ Documents can be rerouted to an alternative destination in the event of a delivery failure and automated reminders can be generated if any important documents remain unread.
- ▶ The final formatted communications are stored online to enable 24/7 customer self-service, convenient access for customer service agents and long-term legal archiving.

This highly automated yet individualized approach is helping Macro 4 clients to attract and retain more customers, at lower cost.



Managing the customer communications experience



A flexible, enterprise solution

Columbus can be tailored easily to meet a broad range of communications applications and requirements, including:

Transpromotional communications – increase marketing response rates by adding individualized messages to ‘white space’ on transactional documents such as bills

Correspondence management – auto-generate communications triggered by events or customer actions and create ‘on demand’ communications requiring variable user input

Direct marketing – reinvigorate mailings using personalization and multi-channel delivery, and control branding by centrally managing document templates and marketing assets

Invoicing and electronic statement presentment – turn paper statements into interactive online documents; increase engagement by including hyperlinks and data analysis features

Business to business information exchange – move beyond static documents and send data to your corporate customers for upload directly to their business systems

The benefits of customer communications management from Macro 4

For the sales and marketing team:	For your customers:
Shorter lead times for new marketing campaigns	Worthwhile communications that are genuinely useful, not 'spam'
Higher quality campaigns, with better conversion rates	Easier interaction with you using any communication channel
Increased sales and reduced customer acquisition costs	More responsive service from consistently well-informed staff
For your operational business units:	For the IT department:
Less time spent fielding queries as customers can self-serve	Faster implementation of new communications initiatives, for less cost
Faster issue resolution by creating a complete history of all customer communications	Instant regulatory compliance where legal archiving and non-repudiation measures are required
Improved customer satisfaction and retention	Easier rollout using a single, scalable system for all business units

Why Macro 4?

Macro 4 has over ten years' experience of implementing enterprise communications solutions for global companies. We are proud to offer our customers:

- **A flexible, modular approach** based on an integrated communications platform that is easy to customize to meet your needs
- **Rapid implementation** using software that enhances and transforms your existing system output
- **Enterprise scalability** founded on technology used by some of the world's largest organizations
- **A range of deployment models** including cloud and on-premise software as a service (SaaS) options
- **A world class professional services team** skilled in managing high profile customer-facing projects

For more information on Macro 4 products and services visit www.macro4.com.

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