

TRANSFORM THE CUSTOMER EXPERIENCE WITH CUSTOMER COMMUNICATIONS MANAGEMENT



THE CHALLENGE

Nowadays your customers want to interact with your business at any time they like and in any way they choose. They expect you to understand their preferences and deliver a service personalized to their needs.

At the same time, increases in digital traffic – due to the pandemic – show no signs of abating. Companies, like yours, must continue to scale up and manage huge volumes of customer interaction to deliver the expected service. And, if customers' needs aren't met they will take their business elsewhere.

TRANSFORM THE CUSTOMER EXPERIENCE

We can help you to transform the customer experience by improving how you communicate with your customers. 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.

Our solution allows you to manage all communications and information from one central location. This ensures messaging is consistent across all departments and touchpoints and allows staff from across the business to access customer information online and in one place. This reduces errors and delays and improves customer service.

THE BENEFITS



A SEAMLESS CUSTOMER EXPERIENCE

Manage all communications centrally to ensure consistency across business units and channels



A SINGLE CUSTOMER VIEW

Give staff immediate access to customer information, allowing them to resolve customer queries much faster



A JOINED-UP APPROACH

Interact with your customers using multiple channels quickly and easily



PERSONALIZED COMMUNICATIONS

Tailor your messaging across departments to improve engagement and provide the personalized service customers expect



REDUCED COSTS

Increase use of digital channels and reduce your print and mailing costs

THE NEXT STEP

To find out how customer communications management can support your business visit www.macro4.com/CCM

Please contact us to learn more:

USA T: +1 973 526 3900 E: market.usa@macro4.com
Europe T: +44 1293 872000 E: market@macro4.com

Trademarks and registered trademarks: www.macro4.com/trademarks
© Copyright 2021 All Rights Reserved.
Macro 4 Limited – a division of UNICOM Global