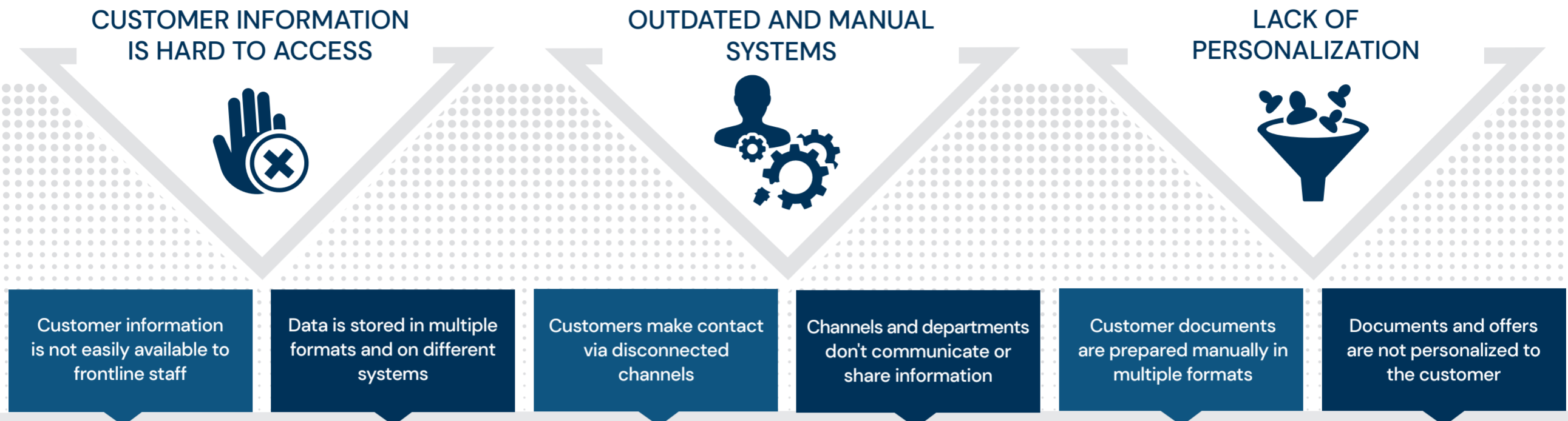


## Are organizational issues hampering your customer experience?

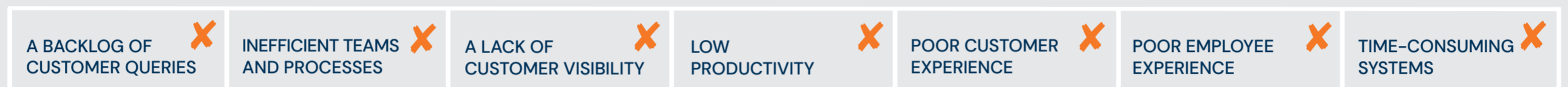
As digital transformation continues to accelerate, the customer experience bar has been raised and many organizations are struggling to meet expectations. But failure to do so will lead to customers going elsewhere.

Here we look at the common organizational issues that affect the customer experience and how you can resolve them.

## THE CHALLENGE



## THE RESULTS



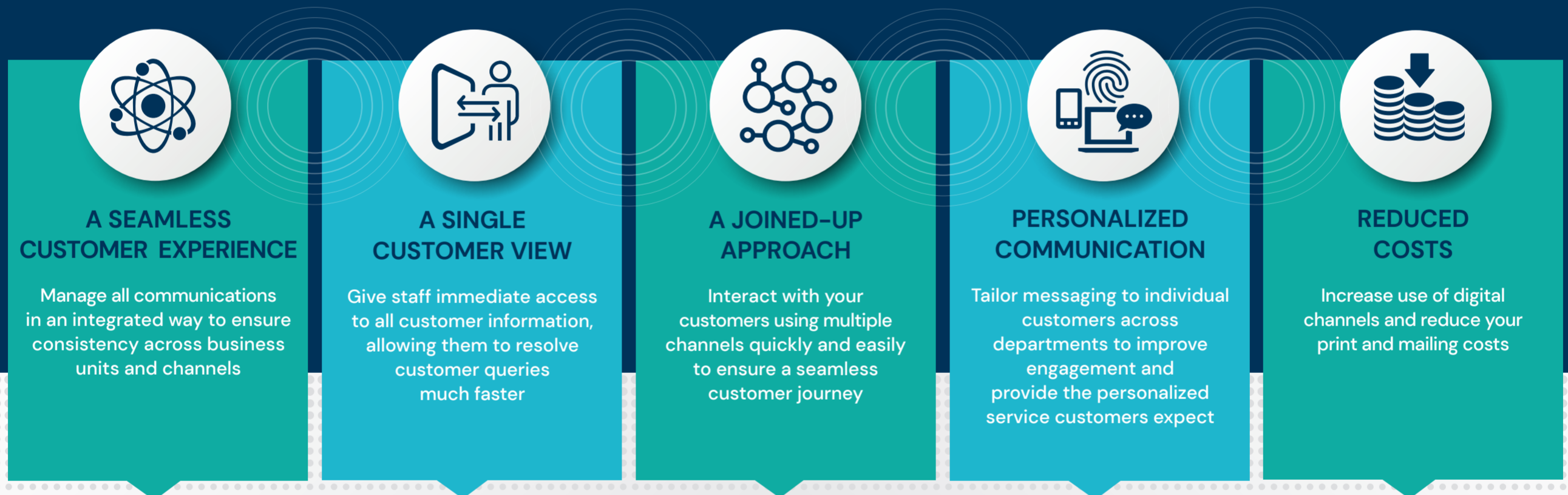
**Leading to:** frustration and confusion for the customer and lost business

## HOW WE CAN HELP

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

Our Columbus software lets you manage communications and information from one central location.

## THE BENEFITS



**The result:** increased customer satisfaction and loyalty

✓ INCREASED PRODUCTIVITY ✓ HIGHER SERVICE QUALITY ✓ IMPROVED CUSTOMER EXPERIENCE ✓ REDUCED COSTS ✓ ENHANCED EFFICIENCY

## WHAT OUR CUSTOMERS SAY

<p><b>FINANCIAL SERVICES</b></p> <p>"Not only has Macro 4's solution given us a significant customer service edge, it has also improved operational efficiency. What used to literally take days to do can now be done in an instant."</p>	<p><b>e-on</b></p> <p>"By ensuring that our customer facing staff have ready access to the useful information contained in customer bills and letters, Columbus helps provide a more complete picture of individual customers."</p>	<p><b>TNT</b> THE PEOPLE NETWORK</p> <p>"We can see which invoices have been viewed online by customers, giving credit control staff visibility about which customers might need a reminder call."</p>	<p><b>carewatch</b> supporting independence with care at home</p> <p>"It made sense to choose one trusted technology partner who can help us improve both printed and digital communications in a totally integrated way."</p>	<p><b>SEVERN TRENT WATER</b></p> <p>"Macro 4's Columbus solution is truly multi-purpose, delivering value in so many areas where data or documents need to be managed and made accessible – both within the enterprise and to customers via the web."</p>	<p><b>FINANCIAL SERVICES</b></p> <p>"Columbus has enabled 90% of telephone queries to our call centers and branches to be resolved on the first call because staff can see copies of documents online while the customer is on the phone."</p>
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## THE NEXT STEP

To find out how customer communications management can support your business visit [www.macro4.com/CCM](http://www.macro4.com/CCM)

Please contact us to learn more:

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