

# Transform customer experiences through enhanced service delivery



## HP Account Opening Accelerator for CME

Empower retail associates to better service your customers by providing them with an alternative workflow solution that can help save costs and time while boosting efficiency and security.



### What if you could...

- Drive significant cost savings by streamlining your application/subscription processes?
- Increase the number of customers served while also improving the customer experience?
- Meet compliance regulations and close the loopholes leading to contract fraud?
- Support environmental sustainability goals by decreasing the need for paper and storage?
- Work with a single vendor that can assess your requirements and provide the hardware, software, and services to meet them?

## HP Account Opening Accelerator for Communications, Media, and Entertainment (CME)

In this digital age we see content providers offering delivery services, service providers creating content and network equipment providers supplying both. Convergence equals increased competition, and no CME provider can afford to miss a step. Take something as simple as paper-based contracts. The time your retail associates spend duplicating, sorting, and filing these forms is time they're not spending with customers—the same customers who are growing to expect expedited service. When you factor in processing and storage costs, not to mention compliance and fraud issues, these paper-intensive processes make less and less sense.

### Solution at a glance

The HP Account Opening Accelerator for CME solution standardizes your application and subscription processes with a customer-first workflow solution powered by reliable HP scanners or multi-function printers (MFPs).

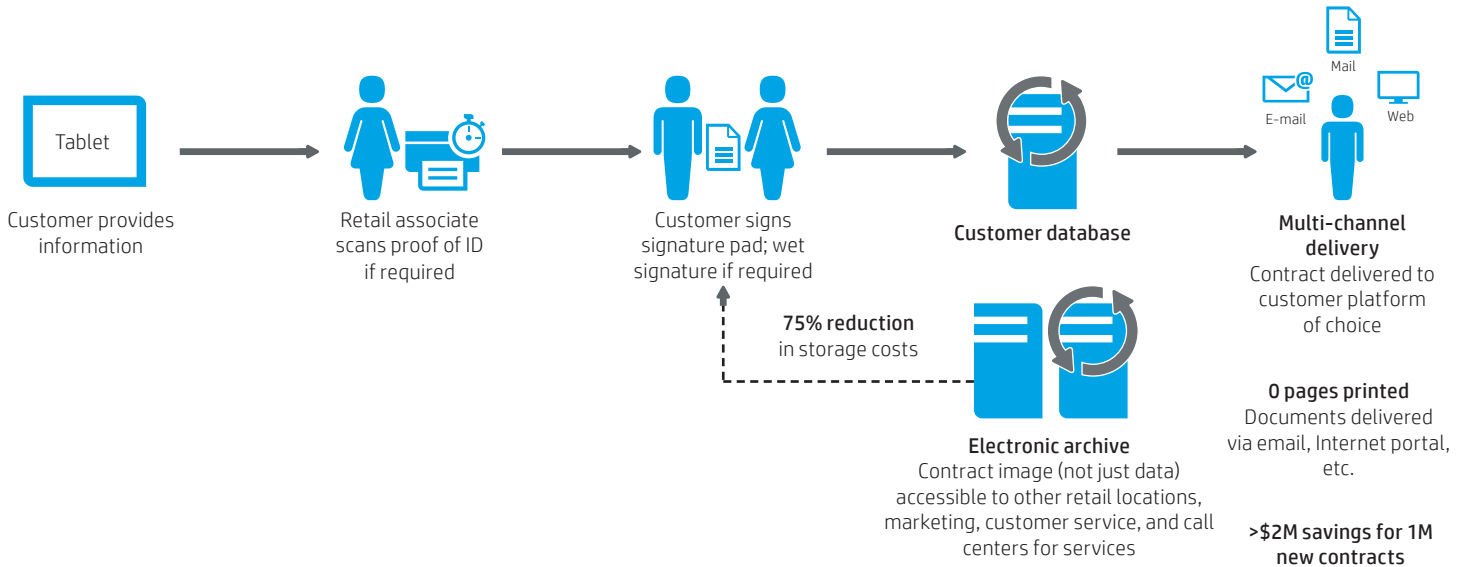
### Benefits include:

**Evolve the in-store experience with streamlined customer service.** Your retail associate captures a customer's information and electronic signature on a tablet, or prints the contract page to receive a wet signature. If a wet signature is required, the signed contract page is captured with a solution-enabled HP scanner or MFP. The associate then hands the paperwork back to the customer and is ready to serve the next person in line.

**Reduce the costs associated with paper processes.** Once a contract is scanned, the solution automatically extracts and routes the indexing data and signature to your customer database. The cost of manual routing, processing, and storage is taken out of the equation. Your customers' confidential information stays in-house. And the risk of contract fraud is greatly reduced.

**Enhance the experience even more with a customized welcome kit.** Bundle a customer's contract with a kit that includes coverage maps, service agreements, and your latest promotions. Customer communications management software makes it simple and affordable and works for both in-store and online orders.

Automated process improves the customer experience and can reduce costs, administration time, security risks, and carbon footprint



## Why HP?

For more than 50 years, HP has been partnering with leading communications, media, and entertainment organizations, supplying the technical expertise and business savvy required to position these companies at the forefront of innovation. Today, industry analysts rank HP as a leading provider of information technology and services to the CME industry. In fact, 5 of the top 10 cable and broadcasting companies and over half of the top 10 telecommunications companies are HP Managed Print Services clients.<sup>1</sup>

We will take the time to understand your specific needs and create a plan to help optimize your fleet, ensure data and document security, and manage your evolving workplace.

## Get started

Contact your local HP representative to:

- Set up a workshop to assess your specific business needs.
- Establish a plan to implement the best solution for today and into the future.
- Identify an environmental approach that can help your organization save money.

## Learn more

[hp.com/go/cmeworkflow](http://hp.com/go/cmeworkflow)

<sup>1</sup>Based on data from the 2016 Forbes Global 2000.

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