Cut through the static

Using integrated customer communications management technology to dial-in a competitive edge for communications, media, and entertainment.

Converging markets, growing pressures

Rapid innovations in Internet and mobile computing technology are drawing many communications, media, and entertainment (CME) companies to expand into profitable new markets to satisfy consumers' growing appetites for digital content and web-based services. As customers look for increasingly innovative experiences, companies are under greater pressure to retain market share and provide novel offerings.

To compete, CME providers must deliver outstanding customer service. Communicating with customers in a consistent, personalized, and relevant way is essential to build brand loyalty, claim new market territory, and up- and cross-sell consumers on new services to generate new value.

Integrating customer communications

Companies increasingly realize the potential of customer communications management (CCM) software in helping improve customer experiences. Many CME companies have sought to manage their customer communications using multiple technologies and processes, with little or no integration between isolated information repositories. Difficult to manage, this approach to CCM also complicates efforts to deliver a consistent message and brand.

Integrated CCM technology—designed to compose, personalize, and distribute content in support of physical and electronic customer communications—enables CME providers to:

- Unlock valuable business intelligence about customers' interests, buying habits, and communication preferences to help open new revenue opportunities and distinguish the company brand.
- Gather, store, and disseminate customer data throughout an organization.
- Create relevant, up-to-date, and personal communications across all points of contact, in multiple formats, and in customers' local languages.
- Reduce IT costs and streamline the flow of information through lines of business.

Personalization at all touchpoints

Consumers who have an unsatisfying usage or brand experience can easily switch to an ever-growing list of CME providers and channels. Effective CCM software enables companies to provide consistently stellar customer service—and prevent turnover or churn—by treating customer communications as interactive dialogues that recognize and respond to individual needs and interests.

Engaging customers on their terms and steering targeted interactions requires the ability to leverage all available customer data, such as purchasing histories, complaints submitted to call centers, and communication preferences. For example, emailing a discount offer for a newly released classical music album to a customer, based on their recent online order for symphony tickets, is a benefit for the customer and a valuable cross-selling opportunity for the company.

Customer communications systems typically need to support diverse points of contact, including face-to-face interactions, email, call centers, and e-commerce portals. Falling short of this goal can erode brand identity and customer satisfaction. Consistency requires a software platform that allows companies to share business intelligence—in real time—with every other point of contact. If a customer reports a poor experience at a retail location, integrated CCM software enables the company to share details immediately with other teams or departments as part of a concerted effort to retain customer loyalty.

CME companies should look for a CCM platform that provides access to data from multiple sources and treats documents in their native formats, without the need for pre- or post-processing. For a telecom provider, this might include the ability to automatically merge customer profile information gathered online, in-store, by phone, and via email into a single database. In addition to supporting easy IT integration, CCM software simplifies procedures, such as safeguarding customer data, updating region-specific privacy policies, and reporting on regulatory compliance. The software also should support reliable delivery of critical documents—whether digital or paper-based—and real-time security notifications.

Providers cannot afford to waste resources on generic outreach to customers. Rules-driven messages—such as promotional offers, variable graphics showing usage, and customer unique tips—support targeted communications with relevant information for each customer. CME companies need a platform that prioritizes and incorporates these elements into campaign documents, available white space, and other deliverables. What's more, CCM technology can produce documents in a wide range of media formats for a larger variety of deliverables.

The personalization capabilities of an integrated CCM solution can help a CME company position itself squarely in the customer's view—driving better response rates, clearer comprehension of offerings and statements, and deeper customer satisfaction.

Consistency across the globe

As CME companies cross traditional boundaries to provide offerings, they often interact with customers in new locations, through new delivery channels, and using new forms of media. An Internet-based telecom provider, for example, may house its operations in North America but have customers spread across Asia and Europe who require updates and notices in local languages. Addressing these needs while also representing the brand consistently in messaging, graphics, and customer relations can be especially challenging.

Companies that rely on multiple communications systems to address disparate channels or regions often struggle to deliver consistent quality to expectant customers. To overcome these challenges, communications management must span an entire organization and configure the full range of media formats and materials delivered through each customer touchpoint.

CME companies also need to adhere to defined standards and priorities when using brand assets—such as logos, images, and data-driven graphics—in customer communications. A CCM platform that supports customizable content-use policies and standards enables CME companies to manage entire communications systems from a central point. Integrating customer communications through an intelligent CCM platform allows them to create and deliver high-impact, personalized documents with a consistent look and feel. This helps preserve and strengthen brand integrity. Consistency also assures customers that the company can deliver the same great experience online as it does in its retail shopping environment.

IT efficiency and savings

As IT systems multiply, so do the related hardware, maintenance, and support costs. When employees move on, companies can easily lose institutional knowledge of older systems and processes. Adopting a CCM platform that integrates legacy systems into one manageable environment is among the most effective means of reducing IT overhead costs and increasing operational efficiency. As a result, companies free up resources for more business-critical needs, such as new product and service offerings.

The logistical demands of launching a new product or service often involve precise coordination of complex information flows throughout the IT environment. Wide-ranging elements relevant to the launch—including text, graphics, videos, and data charts—must be shared with a broad set of internal stakeholders. Simplifying this process requires eliminating operational redundancies that arise from decentralized communications management and information workflows. However, CME companies should not have to discard or overhaul their current CCM infrastructure to achieve these goals. Companies need a CCM solution that supports swift and cost-effective improvements to existing infrastructure with adaptable data access and communications management tools.

A single, full-service solution for document automation and communications management reduces infrastructure and management costs while also enabling line-of-business users to share information and collaborate easily. For example, a marketing manager overseeing the development of a brochure can use the browser-based CCM solution to dynamically incorporate feedback from content experts, creative teams, legal reviewers, and regional account managers in different locations. Once the CCM platform has been installed and configured, ongoing maintenance of content can rest in the hands of day-to-day users instead of specialized IT staff, reducing management time and costs.

## Communications for every step of the customer life cycle

Companies around the world rely on integrated CCM technology to help them adapt to new market pressures, use new communication modes, and satisfy consumers who continually seek more from their content and service experiences.

Grow

- Targeted offers and promotions
- TransPromo messages
- Loyalty programs

Attract

- Marketing campaigns
- Targeted direct mail
- Quotes and proposals
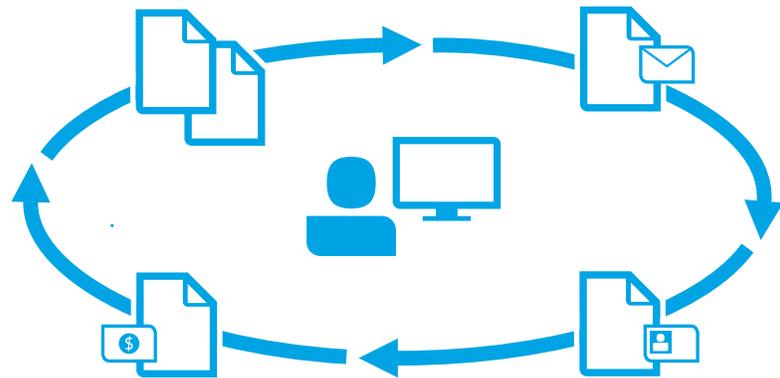
Service

- Statements
- Bills and invoices
- Notices and renewals
- Personalized newsletters

Acquire

- Welcome kits and ID cards
- Enrollments
- Account openings
- Policies and contracts

HP offers tailored CCM solutions

HP has the CME industry expertise and broad technology solutions portfolio to help manage complex channels, campaigns, and brand-building initiatives consistently and effectively. Through the HP JetAdvantage Solutions Partner Program, we can provide an adaptable CCM software platform that is designed to enable more personalized communications, support more targeted outreach, and make customer interactions more profitable.

As a tool for delivering digital assets and applying content-use protocols, integrated CCM technology enables CME companies to deploy information and brand standards consistently in every region, through every medium, and at every customer touchpoint. Additionally, it supports high-volume, on-demand, interactive document applications of most types— regardless of complexity, variability, or delivery channel.

CCM software also cuts the waste out of internal operations by eliminating the need for redundant communications management systems spread throughout an organization. By centralizing the flow of critical documents, we can help to simplify compliance processes, improve efficiency, and dramatically reduce the time and costs involved.

About the author

Eileen Griffee leads HP's imaging and printing efforts for the CME industries. Eileen and her team focus on providing innovative solutions from HP and partners that enable CME companies to improve the customer experience, grow revenue, and transform their business.

Eileen brings more than 14 years of experience across HP business units and an in-depth understanding of what CME companies require as they focus on transforming their business to exceed customers' expectations.

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.[1]

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

[1] Based on data from the 2016 Forbes Global 2000.

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