

Customer Communication Management

Streamlining business
communications for
bespoke customer service

Financial Services

Ricoh's Customer Communication Management is an integrated suite of tools and services that allows financial organisations to streamline and optimise the ways in which they communicate with customers, leading to better customer care, improved efficiencies, and increased customer loyalty.



Established industry, modern challenges



Today's modern financial services sector is one characterised by a constantly evolving market with intense competition, all framed within an environment of heightened regulatory scrutiny and, a growing appreciation for the value of excellent customer service.



From banking to insurance, organisations are now faced with the challenge of not only providing a superior, faultless service to customers, but also the continual identification of efficiencies and cost-savings across their business lines. This is where technology can help.

Integrated solutions such as Ricoh's Customer Communication Management suite allow organisations to effectively streamline the customer communications process. It balances an unparalleled service experience with a flexible, auditable infrastructure that offers at-a-glance insight into customer preferences.



Customers, meanwhile, are savvier than ever. Communications have to be both personalised and targeted, not only to meet their changing needs, but also to keep them engaged and, ultimately, increase their brand loyalty.



78% in financial services say that technology makes their business more productive and plays an essential role in supporting new ideas*



57 per cent of organisations in Europe do not have a fully developed and implemented strategy in place for managing their business-critical document processes**

* Economist Intelligence Unit. Humans and machines: The role of people in technology-driven organisations. Sponsored by Ricoh.

** E-Invoicing/E-Billing: The catalyst for AR/AP automation, Billentis.



A renewed focus on the customer

Ricoh's Customer Communication Management (CCM) is an integrated range of solutions and supporting services that enables banks, insurance companies, pension providers and a host of other financial institutions to effectively streamline the customer communications process.

Automation sits at the heart of CCM, allowing organisations to personalise, validate, optimise and archive the delivery of customer correspondence. This is all achieved within the framework of customer preference, regulatory compliance and a fully auditable trail.

CCM enables organisations to take control of regular or ad-hoc communications – from email marketing to mailed letters or personalised welcome packs – that have been sent to a particular customer from any brand or department, ensuring everything remains traceable and compliant. This automation is flexible enough to encompass everything from creating, up-selling, formatting and branding correspondence to reviewing, consolidating, approving, printing and posting.

The benefits to the customer are obvious – from improved customer service to enhanced reputation – but the real benefits can be felt by financial services organisations. CCM workflow drives business efficiencies through multiple stages. These include the integration of existing systems, enhanced document composition and management, transition to full colour printing along with multichannel delivery, and postal optimisation – guaranteeing consistent, engaging and effective customer communications.

Key Benefits

- Improved customer service
- Streamlined communication processes
- Improved reputation
- Auditable communications history
- Dynamic reporting tools
- Greater efficiency and flexibility
- Lower postage costs
- Increase customer loyalty

By working with Ricoh and its suite of customer focused solutions, financial services organisations can combine a streamlined business process infrastructure with a renewed focus on their customers, ensuring they are always one step ahead of the competition.

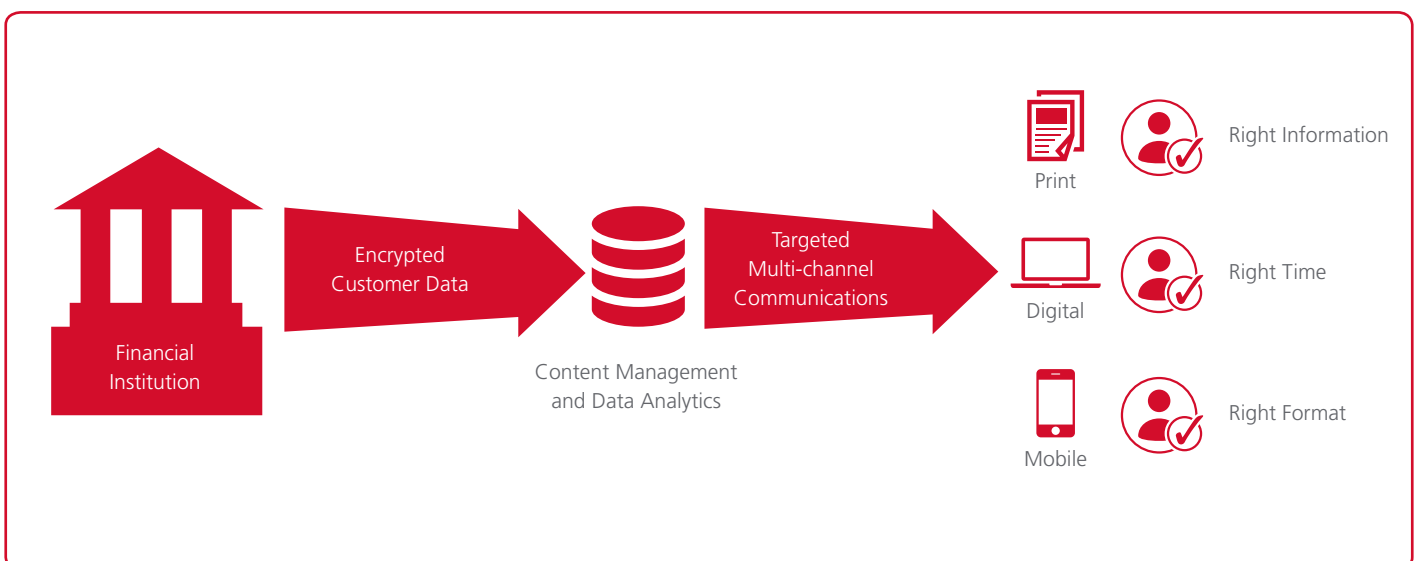


Figure1: Customer Communication Management workflow

Customer Communication Management helps financial organisations to streamline communications for a bespoke customer service

About Ricoh

As a global company specialising in office imaging equipment, production print solutions, document management systems and IT services, Ricoh offers financial institutions true end-to-end solutions that can deliver efficiency gains and also cost efficiency.

Central to Ricoh's financial services offerings is streamlining information processes that can reduce time spent by staff on administrative tasks giving them more time with customers. These strategies enable an improvement in customer communication while ensuring total confidentiality and security of all information. See below an example of our work:

Case Study: Leading retail bank

Banking on better production processes

From bank statements to account documentation, customer communications form the key touch point of any financial institution's relationship with its clients. Ricoh's customer is one of the world's most successful retail banks, with assets exceeding €1 trillion and nearly 100 million customers worldwide. It wanted to enhance the impact and integrity of its customer communications whilst improving process efficiency and reducing costs.

Having audited the bank's production printing processes, Ricoh identified multiple process inefficiencies, the most significant of which was that the bank used different pre and post-production management systems at different locations. Through detailed analysis and consultancy, Ricoh transformed the bank's document workflow and print production processes.

Ricoh's innovative solutions now handle a variety of internal print processes, streamlining workflows and increasing flexibility. Multi-channel content is optimised and output in digital format or printed using an appropriate device. Print is sorted to take advantage of discounted mailing rates. Improved production efficiency allowed the bank to close one production centre, significantly reducing costs.

Ricoh has enhanced the integrity of the bank's communication, building trust and improving customer satisfaction. A closed loop system with page and document level reporting ensures that customers are sent accurate information which relates solely to their account. Detailed reporting also helps the bank to optimise production efficiency. By pre-sorting mail, the bank is also able to further reduce its cost base by taking advantage of discounted mailing rates.

"Ricoh's solution is a perfect technical fit. It transformed production processes, streamlining workflows and increasing flexibility. The ability to balance work across multiple printers provides back up. We have been able to improve the effectiveness and integrity of our print communication whilst reducing costs." Print Production Manager

Key Benefits

- Enhanced customer communications
- Increased flexibility and capacity
- Compliant audit trail
- Significant cost savings
- Fully integrated solution with improved integrity and reporting

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