

EMC DOCUMENT SCIENCES XRESPONSE

Build loyal customer relationships with highly personalized, multichannel correspondence

ESSENTIALS

- Enable nontechnical business users to easily generate relevant customer correspondence using familiar authoring tools such as Microsoft Word.
- Customize standard correspondence by quickly adding optional, preapproved content to specific areas in a document, such as a customer-relevant promotional offer.
- Shorten approval processes and improve accuracy by automatically routing documents to legal, compliance, and other channels for review and approval.
- Deliver multichannel correspondence based on each customer's preference—print, e-mail, web, and mobile text messaging.

Personalization, customization, and multichannel delivery can be major differentiators in customer satisfaction and the associated loyalty that comes with it. Unfortunately, most organizations are still ill-equipped to produce correspondence that truly speaks to the individual customer, offers relevant content tailored toward a person's specific interests, and can be delivered in electronic formats as well as print. Manual text changes and approval processes, inconsistent messaging, and inaccurate customer data severely impact a company's response time and productivity. Moreover, organizations are challenged to produce customer correspondence that must meet regulatory, legal, and security standards.

Fortunately, organizations now have an opportunity to automate their manual, paper-based processes while significantly improving their customer communications with the award-winning xPression® software suite from EMC Document Sciences.

xPression enables designers to quickly create templates that share content, business rules, and variables. The content can be locked to protect it from any accidental or purposeful changes by business users. Using xPression, a Web-based tool, business users can access the templates to generate personalized correspondence based on customer data. With the appropriate permissions, business users can also modify the baseline correspondence using an embedded Microsoft® Word environment. Finally, xPression automates the creation and delivery of interactive correspondence on demand, in real time, and for high-volume batch via print, web, e-mail, SMS/MMS, and/or archive.

MAXIMUM FLEXIBILITY, FASTER RESPONSE

EMC Document Sciences xResponse creates, edits, approves, and distributes personalized, compliant correspondence using a web-based interface. The familiar Microsoft Word-based editing environment enables business users to easily edit correspondence prior to distribution, while protecting content from unauthorized changes. Once edited, users can automatically route the resulting correspondence for review. Upon approval, it can be generated and distributed immediately or added to a scheduled batch production process using the robust multi-channel publishing capabilities of EMC Document Sciences xPression. Delivery options include print, email, Web, fax, and mobile device.

xResponse is ideally suited for scenarios in which realtime, customized communications are required, such as call centers, agent automation environments, and other on-demand settings.

HOW IT WORKS

CUSTOMER CONTACTS SERVICE CENTER

John calls the customer service center hotline. Ann picks up the call and receives a request from John to change his service options. John also requests a rush on his order that is outside the regularly offered delivery options.

AGENT SELECTS TEMPLATE AND PREAPPROVED SELECTIONS

Using a Web-based interface, Ann selects from a library of preapproved correspondence templates stored in xPression. She automatically generates a change of service request confirmation letter for John. She previews the letter to make sure it is correct and then selects from a set of options based on John's request for change of service.

AGENT MAKES AD HOC CHANGES

Since John requested a rush on the service change, Ann uses Microsoft Word to edit the letter by adding a confirmation of the rush request at the end.

APPROVAL AUTOMATICALLY INITIATED

Since John's rush order is not part of the regularly offered services, Ann submits her edited letter for approval by her supervisor Deena. Deena receives an e-mail informing her that she has an approval request waiting for her. Deena proceeds to use a Web-based interface for previewing Ann's letter to John and approves it.

CORRESPONDENCE IS GENERATED AND DISTRIBUTED

Once approved, the correspondence is delivered immediately or included in a scheduled batch job using the customer-preferred delivery channel, such as e-mail, web, print, and/or mobile device. This functionality can be embedded into a company's web portal to provide the same look and feel as other portal tools.

NOW TAKE IT TO THE CLOUD

To address the challenges affecting IT organizations today, EMC provides a revolutionary approach: EMC OnDemand, an "instant-on," pre-configured, cloud-based solution, complete with the highest level of security and the ability to customize applications to address your unique business challenges, integrate with other business systems, and leverage existing infrastructure.

EMC OnDemand solutions provide a complete stack of industry-leading products and solutions, including EMC Document Sciences xPression, related EMC enterprise content management products, EMC storage, RSA security, VMware virtualization, and technologies from Vblock partners, Cisco and Intel. By eliminating IT infrastructure expenses as well as delays acquiring hardware and installing software, EMC OnDemand helps customers save time and money, while leveraging EMC experts to maintain and optimize ongoing system performance.

CONTACT US

To learn more about how xPression can help you produce effective, relevant, and cost-effective communications contact your local representative or authorized reseller—or visit us at www.EMC.com

ABOUT EMC

EMC Corporation (NYSE: EMC) is the world's leading developer and provider of information infrastructure technology and solutions that enable organizations of all sizes to transform the way they compete and create value from their information. Information about EMC's products and services can be found at www.EMC.com.

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