

# xPression for Correspondence

## The Big Picture

- Deliver multichannel correspondence based on each customer's preference—print, e-mail, web, fax, and/or SMS/MMS correspondence for mobile devices.
- Leveraging Microsoft Word enables designers to quickly create templates and business users to easily generate correspondence.
- Provide Web-based generation, previewing, and editing of correspondence in realtime, supporting controlled and ad hoc editing, and approval workflow.
- Shorten approval processes and improve accuracy by automatically routing documents to legal, compliance, and other channels for review and approval.
- Automate record archiving management and implementation of retention policies through out-of-the-box integration with leading enterprise content management vendors, such as EMC Documentum.

## A Case in Point

xPression has delivered a number of significant benefits to one Fortune 100 financial services company, including more than \$20 million in savings, a reduction of per correspondence cost from 43 cents to 1 cent not including postage savings, and an increase in monthly correspondence volumes from 40,000 to 11 million.<sup>1</sup>

<sup>1</sup>Diversified Financial Services Firm Reduces Per-correspondence Cost by More Than 95%, DocuLabs, 2006.

## Build loyal customer relationships with highly personalized, multichannel correspondence

Increased competition and higher consumer expectations have put tremendous pressure on organizations to correspond with current and prospective customers in a more personalized, customized, and multichannel manner. Today's consumers not only seek information relevant to their personal needs, they want it delivered in whatever format they prefer—print, e-mail, web, and/or SMS/MMS correspondence on mobile devices. Organizations that ignore these evolving consumer expectations risk being left behind their competitors.

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. 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® 3 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. Through 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.

### Key benefits that improve efficiency

- Reduce production time and eliminate the recreation of content with predefined document templates for the most common requests.
- Enable nontechnical business users to easily generate relevant customer correspondence using familiar authoring tools such as Microsoft Word.
- Create and reuse centrally controlled content that's been approved internally by legal reviewers and subject matter experts for on-demand and batch correspondence.
- Automate record archiving management and implementation of retention policies through out-of-the-box integration with leading enterprise content management vendors, such as EMC Documentum, and a variety of archiving systems.

### Key benefits for compliance

- Improve document audit trail with version history and track changes feature.
- Shorten approval processes and improve accuracy by automatically routing documents to legal, compliance, and other channels for review and approval.

Studies have shown that high-quality, consistent, personalized, and relevant customer communications can help strengthen customer relationships and increase loyalty.

Customer correspondence, including letters, e-mails, notices, alerts and confirmations, are vital elements of providing quality service.



#### A Case in Point

xPression enabled one Fortune 100 life insurance company to reduce its document development time by 90 percent.

Key benefits to improve the customer experience

- Deliver multichannel correspondence based on each customer's preference—print, e-mail, web, fax, and/or SMS/MMS correspondence for mobile devices.
- Customize standard correspondence by quickly adding optional, preapproved content to specific areas in a document, such as a customer-relevant promotional offer.
- Enable interactive correspondence with customers through integrated rich HTML e-mail and personalized web landing pages.

### xPression delivers all correspondence types

Correspondence is a broad document category that can contain a variety of communication types. The content of these documents can be generally divided into three main categories: public, private, and secure.

Public correspondence includes informational messages from organizations that contain open announcements with no security concerns, such as:

- Regulatory notices
- Policy binders
- Warranty agreements
- Membership correspondence
- Program notices and updates
- Legislative and regulatory updates
- Support termination notices
- Corporate action notices
- Promotional materials

xPression enables the production of these informational correspondence messages in the most cost-effective manner without adding unnecessary security overhead.

Private correspondence typically includes personal information intended for a particular recipient, but that's not considered damaging if it happens to land in the wrong hands, including:

- Welcome letters
- On-boarding kits
- Service announcements
- Recruitment packages
- Wellness information
- Change of provider notice
- Benefit notices
- Confirmations and Renewals
- Cancellation or termination notices
- Reminders and alerts
- Pensions
- Tax notices

Since these types of correspondence are intended for particular recipients, xPression enables delivery mechanisms that are both secure and cost-effective.

Secure correspondence contain sensitive information that should only be read by the intended recipient, including:

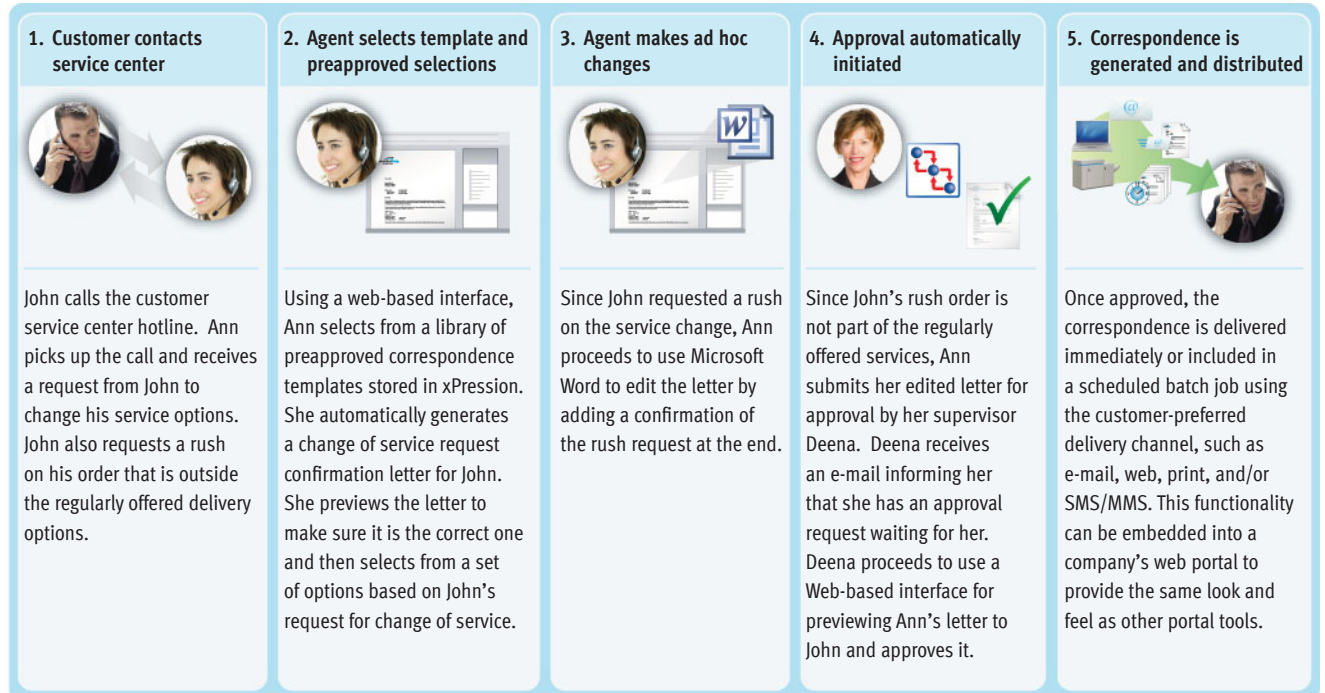
- Account information and statements
- Passwords and PIN details
- Accident and medical claims
- Medical records and test results
- Explanation of benefits
- Legal warrants
- Stock purchase confirmations
- Other highly sensitive individual-specific content

xPression enables the use of encryption and secure Web-based correspondence for secure communications.

## Maximum flexibility, faster response for customer care professionals

xPression for Correspondence includes a Web-based application, xResponse, for Web-based generation, previewing and editing of customer correspondence. It is ideally suited for scenarios in which realtime, customized communications are required, such as in call centers, agent automation environments, and other on-demand settings.

Here's one example of how it works:



### About xPression

EMC Document Sciences xPression® 3 award-winning software suite enables organizations to automate the creation and delivery of highly customized communications, including correspondence, contracts, policies, and statements.

### 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](http://www.EMC.com).



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#### Take the next step

To learn how xPression 3 can streamline your correspondence processes, visit [www.docscience.com](http://www.docscience.com) or call 888.4.DOC.SCI (outside the U.S.: +1.760.602.1400).