

SSP CUSTOMER COMMUNICATIONS MANAGEMENT

WHAT IS SSP CUSTOMER COMMUNICATIONS MANAGEMENT?

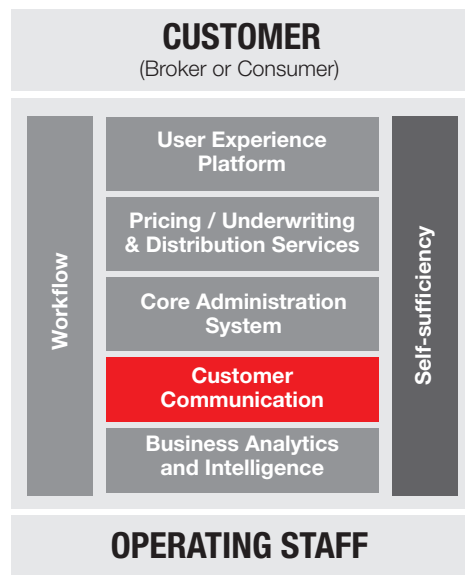
SSP Customer Communications Management is a powerful communications platform designed to create tailored and personalised documents in client-preferred formats, including PDF, HTML and SMS, enhancing customer engagement.

WHY CHOOSE SSP CUSTOMER COMMUNICATIONS MANAGEMENT?

Using SSP Customer Communications Management allows insurance businesses to create a more agile environment, as well as addressing all issues relating to the creation and handling of varying types of documents. Customer experience is improved with the formation of these personalised and relevant communications – sent at times you choose.

It puts business managers in full control of their correspondence, whilst reducing dependency on the IT department.

- **Increased control:** Empower business users to have full control over the communications. This also reduces burden and dependency on the IT department.
- **Improve customer loyalty:** Effective communication will assist in the reduction of potential friction with customers.
- **Reduce time loss:** The optimisation and automation of the process greatly improves operational efficiencies and results in significant time saving.
- **Enhance the client experience:** Communicate in a timely fashion, with relevant and effective messages.
- **Easily customisable communications:** Reduce time spent customising, allowing for greater agility to respond to customer needs and industry developments.
- **Reduce user interaction:** Produce documents in real time through a browser based wizard.
- **Increase your turnover:** Up-sell and cross-sell.



HOW IT WORKS - CORE FEATURES

SSP Customer Communications Management is constructed in layers, allowing the business complete control over the document composition, while isolating and protecting the technical tasks such as integration and data management. This includes the format of the correspondence, as well as all the channels to be used; such as post, e-mail and SMS.

Core Features	What it does
DOCUMENT STORE	Stores every piece of correspondence created. Can be viewed in the Employee Portal/Engagement Centre and by customers in the Self Service Centre.
MULTIPLE BRANDS	Correspondence can be configured with identical content for different brands.
DOCUMENTS CONFIGURED USING MICROSOFT WORD	Creating documents using a familiar tool means a shallow learning curve for new document authors.
REAL-TIME SMS AND E-MAIL DELIVERY	Send SMS and Emails immediately after policy transactions. Additionally, reminders can be sent to chase up non-taken-up quotes.
INTERACTIVE LETTERS	Document authors can give users as much control as is appropriate to customise documents.
EASILY CONFIGURABLE	Document authors also have full control over the contents, look, feel and layout. Documents can be deployed to production without IT involvement.
FULL VERSION CONTROL	A full history of all versions of document templates is retained.

For further information on SSP Customer Communications Management, call us on **0800 590 705** or visit www.ssp-worldwide.com

