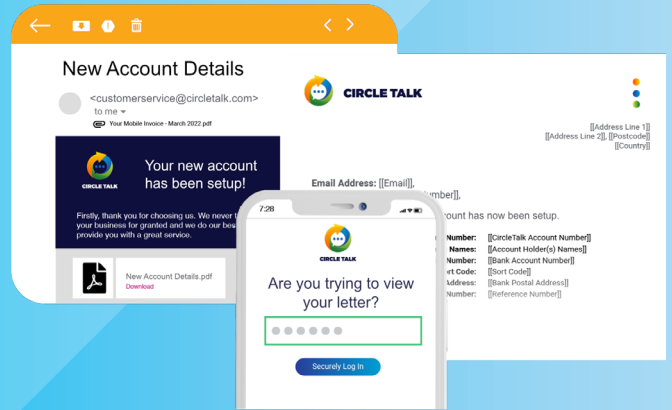




# Replace Letters with Digital Communications

In heavily regulated sectors like Telecoms, Utilities, and Financial Services, your customers often need to be kept up to date on important consumer and industry developments. Through our unique web-based customer communications platform Which50, you can replace traditional letters with digital communications, making life easier for customers and ensuring your operational costs-per-correspondence are dramatically cut.

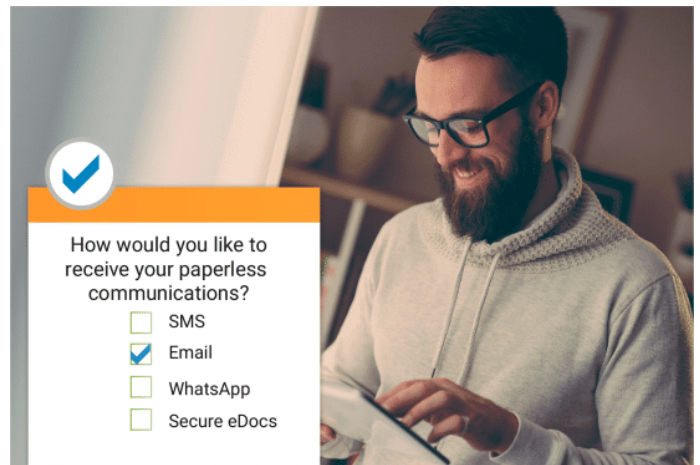


## Drive down operational costs and optimise your customer experience

- ✓ Commitment to the environment by reducing the volume of paper used
- ✓ Cut postal costs by communicating digitally for all customer messages
- ✓ Ensure compliance with GDPR with a digital-first approach

## Replace Paper Clips with Kilobytes

By using only digital communications tools, you can talk to your customers on their own digital terms about all things communications. By replacing letters as the primary form of customer correspondence, you'll make their life easier too at the same time. And Which50 allows you to choose the mode of communications that suits you and your customer best, whether that be by Email, SMS, WhatsApp, or secure eDocuments.



### Outcomes and Benefits

- **Replace legacy communication** methods such as letters and phone calls with **engaging and trackable digital messages**.
- **Environmental benefits** of removing large volumes of paper contribute towards **ESG** objectives.
- Engaging and effective digital communications **enhance customer experience** and **reduce customer churn**.

### Key Features

- **No-Code Designer** means that non-technical staff can design and edit all content across multiple channels in one platform
- **Mobile Responsive** design tools ensure branding and content looks great on mobile devices
- Built-in **Spotcheck** feature mirrors the traditional process of checking a random set of documents before approving for release.
- **Throttle** settings can be used to control the volume sent per hour/day to manage volume of support calls or enquiries.



## Communicate Securely

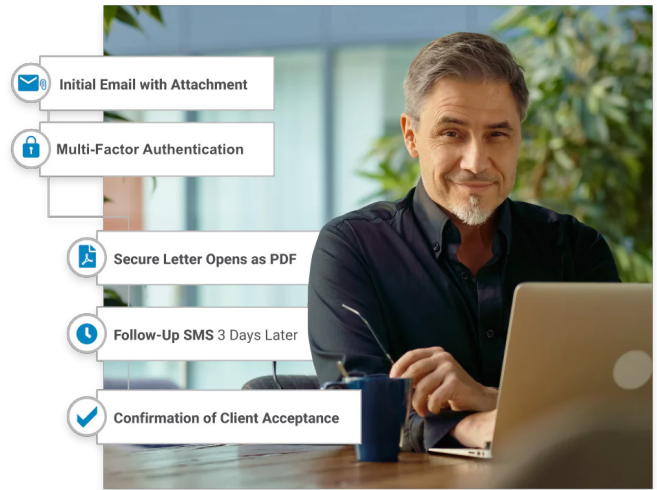
If you are sending more sensitive or confidential information, secure communication solutions incorporating Multi-Factor Authentication (MFA) offers you and your customers more protection. For your customer, it shows you appreciate the nature of delicate correspondence. And for your organisation, it provides confirmation that the customer has received and opened the communication, enhancing reporting and administration.

### Outcomes & Benefits

- Personal and financial data can be **transferred securely** and at scale providing **comfort to customers** and **full audit capabilities** to compliance teams.
- Communications across all channels can be **tracked digitally** in one central platform with built-in analytics and reporting capabilities. **Follow-up messages** can then be triggered to customers that have not engaged or confirmed receipt of communications.

### Key Features

- **Multi-Factor Authentication (MFA)** can be easily added to all journeys when additional security is required.
- **PDFs** can also be individually **Password Protected** - regardless of whether they have been made available online or if they have been sent as an email attachment.
- Highest level of security requirements including **ISO 27001, GDPR and FSQS** applied to all systems and data transfers.



## For some customers, there is still a place for print

For the foreseeable future, there will still be cases where sending a printed letter may be appropriate for certain customers. It is important that you can use a single platform to manage your content and to generate the print versions of your communications when required.

A great way to encourage customers to switch to digital is to include a personalised QR code in each letter that you send - this way they can simply point their phone to confirm their consent and their digital contact details.

### Outcomes & Benefits

- **Support for printed communications** can be maintained for customers that are unable or unwilling to engage digitally.
- **Single campaign for both digital and print communications** – initial communications are sent out digitally and printed documents are subsequently generated for customers that don't engage with digital versions.
- **Gaps in digital contact details and consent** can be collected via Data Capture solutions using QR Code printed on personalised letters.

### Key Features

- **Digital-to-Print "Waterfall"** - Digital First' campaigns can start with digital options (Email with Follow-Up SMS) and then fallback to Print.
- **Print-Ready PDFs** can be generated within Which50 and then printed and posted via internal Print Room or Print Partner.
- **QR Codes** with unique customer link can be added to each print document – customers scan code and be taken to pre-populated webform to complete any missing details.

