

# Make the move to Omni-channel

Transform your business, delight your customers



Most organizations have invested heavily in solutions to deliver great pre-purchase experiences but fall short when it comes to focusing on their most important asset - customers. Delivering an exceptional customer experience through personalized omni-channel communications is essential to sustaining a competitive advantage, building customer loyalty and driving revenue. However, when taking action on customer experience opportunities, many large organizations face a number of challenges including departmental silos, legacy systems and changing market regulations.

Quadient® Inspire gives you control over the systems and processes used to design and deliver traditional communications across all channels, in a package that is easier to use and optimized for high speed design and output. It makes it easier to bring together the entire organization in the name of customer experience - enabling collaboration across the business, visibility throughout the customer journey, and the ability to take immediate action to improve the customer experience.

If you are an IT leader making the move to omni-channel or are looking to better support your line of business owners with a low-code solution to quickly implement new digital services that are fully integrated with your off-line channels, Quadient is here to help. Because digital transformation isn't just about delivering on new channels, it's about upgrading your entire business to run at the speed of today's commerce.



**Experience**  
Over 6,000 customers worldwide



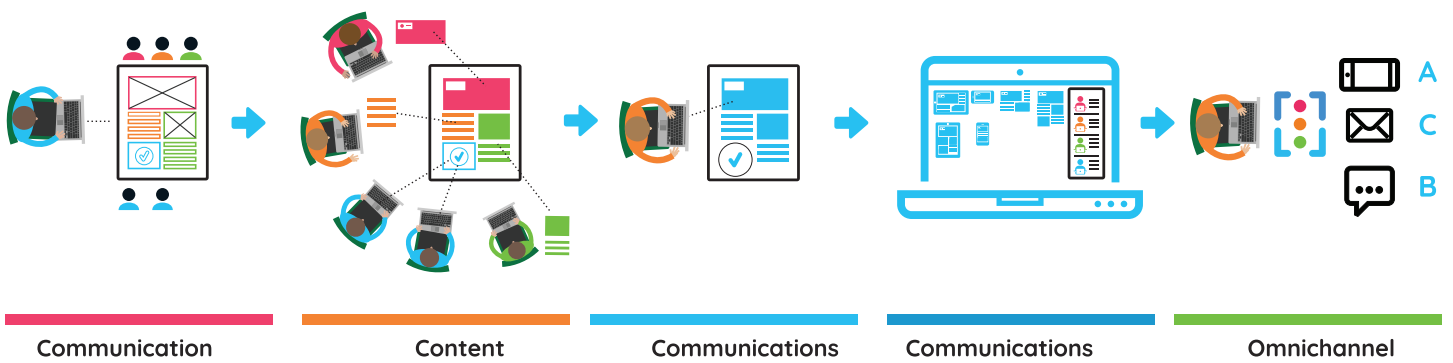
**Backed by the experts**  
Ranked a Leader by Gartner & Forrester



**Future-proof technology**  
Fastest release rates in the industry



**Proven results**  
95% customer satisfaction rate



“With Quadient Inspire, we have leading edge capabilities in terms of how we present customer data and deliver content to our customers. Moving some of the large volume to e-delivery and with a focus on generating print ready output to reduce print vendor programming, will also significantly reduce our costs,”

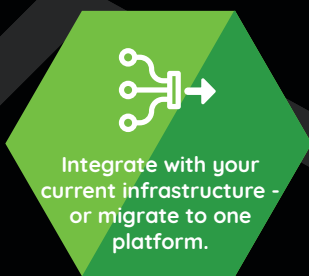
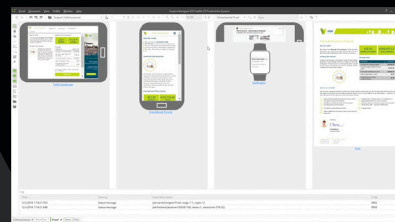
—Randi Gordon, director, customer communications management, Pacific Life.



# Increase agility and reduce compliance risk

Organizations today must respond quickly to changes within the regulatory landscape.

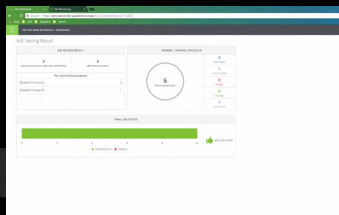
Inspire reduces compliance risk by involving subject matter experts in the content creation, review and approval process, providing a holistic view of, and enabling greater control over customer communications.



Integrate with your current infrastructure - or migrate to one platform.

## Integrate with your current infrastructure - or migrate to one platform.

Make the move to a CCM solution designed to support your long-term needs. Leverage Quadient Inspire as a consolidation layer to bring together output from all of your current systems or choose to migrate to Inspire as your CCM solution, leveraging best practices developed and tested in the field across hundreds of customer projects. Shorter, more predictable upgrade cycles means less chance of a major error in upgrade testing.



Deliver personalized omni-channel experiences, not digital only.

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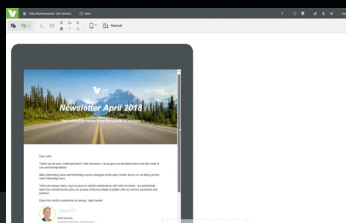
90% of digital transformation projects fail to deliver on their promised benefits, or even get implemented at all – because they fail to take into consideration that many of your business processes have an element that is dependent on modernizing print output. Inspire R12 is designed to help you deliver on projects to all channels more quickly by speeding up the slowest and most critical channel – print and archived documents – to help you gain control of all customer communications in one place. Use existing templates and data from your core systems to create highly personalized, relevant communications for delivery across all channels.

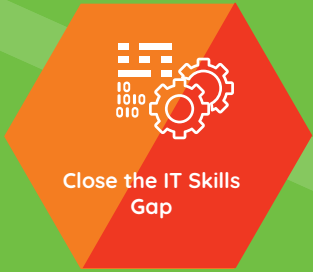
## Do more with less. Eliminate shadow IT while supporting business leaders.

With the availability of the new Quadient Digital Advantage Suite, Quadient Inspire allows you to upskill your current design team to extend existing communication templates to new channels, offering your users the ability to take on multi-channel and omni-channel projects efficiently, without onboarding digital-only solutions or engaging expensive agencies.

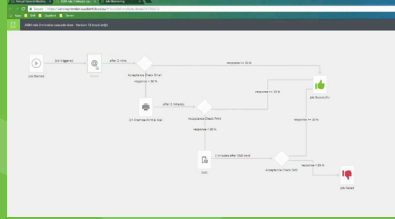


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Close the IT Skills Gap

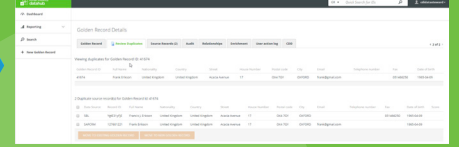


## Close the IT Skills Gap

Inspire R12 is designed to help you get your team up to speed quickly – with documentation on architecture, performance, testing and implementation, along with a comprehensive enterprise knowledge portal. Start designing Omni-channel communications in days rather than months – and change designs and test for all channels in minutes with fully integrated tracking and approval processes built in.



Involve subject matter experts to deliver compliant communications

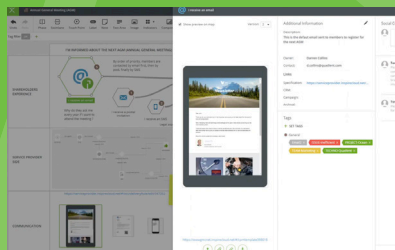


## Involve subject matter experts to deliver compliant communications

Define content areas in your communication templates and assign responsibility for updating content to your top subject matter experts. Using a simple web-based interface, Quadiant Inspire involves compliance officers and marketers in every step of the process, allowing them to manage policy language, track and audit communication changes, maintain brand compliance and define cross-sell and up-sell campaigns by customer group.



Empower Front Line Staff



## Empower Front Line Staff

Decrease your average handling time by putting approved customer communication templates at your front line staff's fingertips. Representatives quickly launch messages that include data pre-populated from your core systems. Our award-winning solution guides your staff through each communication, reducing input errors by allowing them to focus only on fields that require their input and editing. Quadiant empowers your front office workers like never before:

- Enable front office workers to customize and send approved communications quickly and easily on any channel.
- Manage risk by ensuring that customer communications meet brand standards and comply with government regulations.
- Track and approve business users generated communications with the click of a button.



Speed digital transformation

## Speed digital transformation

Inspire integrates seamlessly with all of your IT systems. This includes existing legacy applications, making it easy to leverage your existing templates and data ecosystem to create highly personalized, relevant communications across all channels.

## Compliant:

With security and compliance being top of mind with business leaders and IT professionals, Inspire R12 introduces a new range of offerings to help you stay in compliance:

- Log and track user events to support EU General Data Protection Regulation (GDPR) requirements
- Increased security level of encryption security in automation
- Access data stored on servers that employ the Content Management Interoperability Services (CMIS) standard using Content Manager
- Native support of encrypted PDF files in Designer
- Advanced fingerprint verification delivered in mobile apps step up the security of your application templates



## Connected:

Inspire R12 further integrates Quadient capabilities into one platform, allowing you to access powerful capabilities from one intuitive interface, making your customer communications more engaging than ever before.

- Seamlessly integrates with Quadient Digital Advantage Suite to enable your team to:
  - Reuse content from Content Manager into email and SMS communications
  - Leverage existing Dynamic Communications in new mobile and web apps
  - Centralize scripts to improve the accessibility of Dynamic Communications and widgets
- Leverage integration accelerators with two common business solutions - Salesforce and DocuSign
- Reuse scripts from Scaler Scripting Libraries in any Inspire workflows
- Integrate data quality capabilities via Designer workflows from Quadient Cloud Data Services to correct, validate, append and enrich
- Manage variable properties, define styles and create inline variants in Interactive instead of Designer
- Enable social commenting beyond Interactive - now, in Customer Journey Mapping allowing you to exchange ideas during the design and approval process
- Add communication swim lanes in your Customer Journey Map to provide direct access to touch point and document details



## Enhanced:

As customer preferences and delivery points change, it's important to stay ahead of the curve and we're here to make sure you can do that with ease. Inspire R12 provides:

- New data validation and correction services to verify addresses, phone numbers, names and enrich input data directly in Inspire Designer leveraging Quadient Data Services
- Improved HTML viewing in templates
- Make it easier on your customers by preparing signatures that use digital certificates or the DocuSign service
- Add images, long messages and actions to Messenger notifications - providing a more complete customer communication
- Create custom-sized devices for Dynamic Communications for both mobile and tablet devices
- Facilitate collaboration with new roles in Customer Journey Mapping to allow more granular editing, sharing and ownership rights of journey maps to ensure your entire organization has visibility into the complete customer experience.

## Improved:

At Quadient, we are always listen to our dedicated users, to identify the features you need to design and deliver exceptional communications. Inspire R12 provides your design team with:

- Leverage omni-channel coordination to orchestrate cross-channel communication initiatives
- Insert digital signatures, special characters, symbols, custom fields and functions with ease
- Better navigation and structure of Dialogs in the Interactive editor
- Monitor the health status of your infrastructure with Scaler
- Enhanced proofing capabilities for email, print, omni-channel and rich notifications
- Benefit from an enhanced installer experience with backup prior to upgrade, restoration of the installation directory



# Who benefits from Inspire R12?

There's something for everyone in Inspire R12



## Client Managers at Print Service Providers

Client managers at Service Providers will appreciate the ability to quickly extend communications to new channels, offering your clients the ability to take on multi-channel and omni-channel projects efficiently, without engaging digital-only agencies. R12 integrates all parts of the communications process from postal sorting, address, phone and email verifications, email delivery, SMS delivery, mail delivery tracking and production monitoring to reduce the complexity involved in managing multiple systems. Simpler and more predictable system upgrades, along with access to extensive training and clear documentation make it easier to support the evolving needs of your customers and expand your business.



## Enterprise CCM Managers Using Competitive Platforms

With ongoing vendor consolidation in the CCM marketplace, you may be facing an unwanted upgrade in order to maintain support from your existing vendor, along with increasing costs per communication as maintenance costs increase while volume decreases. At the same time, more of your budget is being allocated to other communications projects including social, mobile, CX and web.

Inspire R12 is designed to make it easier to make the move to a CCM solution designed to support your long-term needs. Leverage Quadient Inspire as a consolidation layer to bring together output from all of your current systems, or migrate to Inspire as your single CCM platform.

Either way, you gain access to Quadient's award-winning omni-channel design, preview and delivery. Shorter, more predictable upgrade cycles means less chance of a major miss in upgrade testing. The ability to design, preview, deploy and deliver on channels that are currently treated as silos in your organization make it easier for you to apply your budget and personnel more effectively to have a positive impact on your organization's customer experience targets.



# Customer Experience Leaders

Are you tired of trying to deliver great customer experiences across a growing number of channels including social, mobile, web and apps while fighting for the time and attention you need from Operations and IT? Is your organization struggling to bring new capabilities to market fast enough to make an impact in your marketplace?

Inspire R12 is designed to help you deliver on projects to all channels more quickly by speeding up the slowest and most critical channel – print and archived documents – to help you gain control of all customer communications in one place. The included Customer Journey Mapping interface allows you to view analytical information from different systems and gain visibility to all of your communications projects. Give visibility and control of CX functions to the wider team without having to take over all elements of customer communications directly.

## Enterprise IT Teams

As an IT professional, you are continually asked to “do more with less”, while needing to support and host new software on your existing architecture. Are you struggling with projects that didn’t properly forecast the load they would have on your systems in terms of speed, bandwidth and security? Moving things to the cloud isn’t a simple answer when ensuring that data protection and security policies are properly managed.

How can you better enable the lines of business that you support to manage their own projects more effectively, freeing you to manage the IT infrastructure? What if you could deliver on multiple channels, consolidate projects, respond to new requests more quickly and remove things from your team’s plate?

Inspire R12 is designed to help you – with documentation on architecture, performance, testing and implementation, along with a comprehensive enterprise knowledge portal designed to get your team trained up quickly. Start designing omni-channel communications in days rather than months – and change designs and test for all channels in minutes with fully integrated tracking and approval processes built in.



## Line of Business Owners

Odds are, your market is constantly at risk of being disrupted. You are being asked to ensure your customers understand your offerings better than the competition, and you need to engage them across a growing variety of channels. And the whole time you need to make sure your sales team is able to close transactions quickly to deliver revenue, profit and CX metrics.

Are many of your processes paper-based? Are they holding you back from adopting new channels of communication and delivering a clear and consistent customer experience? If so, it is worth examining the long-term value you are getting from your CCM solution to see how both legacy and future-forward channels can be supported. Inspire R12 features integrated customer journey mapping – allowing you to map all of your customer touchpoints and see what your customer sees – even for projects that are not yours. Get input from your team to collaborate, view, preview and approve changes without having to rely on another team to do your designs so that you can get it right, the first time – benefiting from a system in which your organization has already invested





